



SAN FRANCISCO  
HISTORY CENTER



ROOM

BOOK NO.

ACCESSION

f381. S8573 20

324046

NOT TO BE TAKEN FROM THE LIBRARY

BOOKS  
MAIL

Digitized by the Internet Archive  
in 2010 with funding from  
San Francisco Public Library





## President Newhall Reviews Progress of Chamber's Activities During Past Year

### C. of C. Group To Stimulate Local Market

#### Retail Stores and Apparel Factories on New Committee

A SPECIAL retail store-women's wear manufacturers liaison committee to study ways and means of stimulating the sale of San Francisco-made goods, was announced this week by President Almer M. Newhall of the Chamber of Commerce. The committee is the outgrowth of a meeting of retail store buyers and manufacturers of women's wear called early in the month by the commerce body's Domestic Trade Bureau to discuss the policies of the stores relative to the purchase of locally made goods.

Following recommendations of the buyer-manufacturer meeting, the committee will formulate a policy for relations between the stores and the manufacturers, which policy will be submitted at an early date for the approval of the two commercial groups. Other matters suggested for the committee's consideration include suggesting a store budget for a minimum of goods which will be purchased locally and a means whereby the stores may assist the factories to improve the quality of their products. In order that buyers may inspect goods efficiently, a procedure will be formulated whereby regular days will be set aside by the factories and the stores for the showing and purchase of goods.

Those appointed on the committee to extend the markets for local products include the following: Herbert Eloesser of Eloesser-Heynemann, chairman of the Chamber's Domestic Trade Committee and representative of the Chamber of Commerce on the new committee; R. P. Connally of The Emporium, and P. T. Burtis of Hale Bros., representing the retail stores; Mrs. E. Dexter

[continued on page 4]

### Chamber Invites Mexico's President-Elect to S.F.

PRESIDENT-ELECT PASCUAL ORTIZ RUBIO of Mexico is expected to visit California before returning to his native country, according to a telegram received from Washington, Monday.

D. H. Hughes of the San Francisco Chamber of Commerce on Saturday presented the invitation of Governor C. C. Young to President-elect Rubio and at the same time extended the joint invitation of the California State, the Los Angeles and the San Francisco Chambers of Commerce. Later the President-elect expressed his great appreciation of the invitations and said that he is giving consideration to a visit to California and the coast cities.

After being received with great honors by President Hoover and other officials in Washington, President-elect Rubio and his party left the National Capital on a special train, following a personal call from President Hoover and Allan Hoover at the Mexican Embassy. The party will stop at Buffalo for several days and is expected to visit several middle west cities. It will be definitely decided within a few days whether Rubio will come to San Francisco or not. In the meantime, however, tentative plans for a big welcome to the Mexican party are being discussed by officials of the Chamber of Commerce.

### 1929 Was Record Breaker In Nation's Foreign Trade

By WILLIAM L. COOPER, Director Bureau of Foreign and Domestic Commerce

THE year 1929 was a record breaker in our foreign trade, both exports and imports showing an increase over the preceding year, and reaching totals which, when adjustment is made for changes in the buying power of money, decidedly surpass any attained even during the war and the immediate post-war boom. This gratifying result was not brought about by any temporary causes. It marks the continuance of a movement practically unbroken since 1921 and 1922. This movement reflects the steadily growing efficiency of American industry in production and of American merchants in pushing sales. It also indicates the high and advancing buying power of the people with the consequent increasing demand for those raw materials and foodstuffs, many of a luxury or semi-luxury character, which our own country is un-

able to produce at all, or only in insufficient quantities.

Just how much the foreign trade of 1929 surpassed that of the year before is not known at this writing. If December shows the same figures as that month did in 1928, our total exports will amount to about \$5,200,000,000, or between 3 and 4 per cent more than during the preceding year, and our imports to about \$4,450,000,000, an increase of 8 per cent.

Imports have increased more than exports, therefore, the balance of commodity trade in favor of the United States was somewhat less than in 1928. It was still very large, however, somewhere between \$800,000,000 and \$900,000,000 in value. Notwithstanding this excess of exports, there was a very considerable influx of gold during the year, in sharp contrast with the large net gold export in 1928. There was, however, a net [continued on page 2]

### Six MAJOR Projects of Outstanding Importance in Community Development

REVIEWING briefly a few of the activities that have engaged the attention of the Chamber during the year just closed, President Almer M. Newhall addressed the following New Year message to the membership yesterday:

December 31st, 1929.

#### FELLOW MEMBERS OF THE SAN FRANCISCO CHAMBER OF COMMERCE:

As the year 1929 draws to a close, it becomes my pleasant duty to report the progress made on a few of the projects with which we have been actively engaged during the past few months:

1. THE AROUND THE PACIFIC GOOD-WILL CRUISE was completed upon the return of the S. S. MALOLO on December 21st. This cruise in one of the outstanding achievements of the Chamber, and has established San Francisco's leadership in Pacific trade.
2. THE COMMITTEE OF "49" has been formed through the joint efforts of all the Chambers of Commerce in the nine counties surrounding San Francisco Bay to promote unity of action on common problems among the communities of this Metropolitan Area.
3. ARMY AIR BASES. The Chamber gave leadership to the Committee that was successful in locating the site of the two-million-dollar army air base at Alameda, and the five-million-dollar army bombing squadron base in Marin County.
4. NAVY DIRIGIBLE BASE. A vigorous fight is being carried on with the co-operation of the Junior Chamber of Commerce and the commercial organizations of the entire Bay District to locate the five-million-dollar navy dirigible base at Sausalvale.
5. CONSOLIDATION OF SAN FRANCISCO AND SAN MATEO COUNTIES. One of the outstanding accomplishments has been the movement led and financed by the Chamber to study the organic relation of San Francisco to San Mateo County.
6. GREAT NORTHERN-WESTERN PACIFIC CONNECTION. The Chamber is continuing its effort to secure the entrance into northern California of the Great Northern Railroad—a new transcontinental connection for San Francisco.

The San Francisco Chamber of Commerce has been faithful to the original purposes expressed at the foundation of the organization in 1850:

"Our purposes shall be to advance, foster and encourage domestic and foreign trade, commerce and industry, and promote the public and commercial welfare and interest of the City and County of San Francisco, the State of California, and the Pacific Coast," and looks forward to 1930 with a firm determination to carry them on aggressively.

May I take this opportunity of wishing you all a Very Happy and Prosperous New Year.

Respectfully submitted,

ALMER M. NEWHALL, President.

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange, Telephone Davenport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

## Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Foreign Trade Department of the San Francisco Chamber of Commerce, Davenport 5000, list numbers being given.

### Foreign Trade Tips

**16095—Dried Vegetables.**  
Stockholm, Sweden. Firm is interested in importing from California the following vegetables, dried: cauliflower, curly green kale, tomatoes, spinach, parsnips, Jerusalem artichokes, etc.

**16097—General Agent, Prunes.**  
Saint-Louise, France. Party wishes to secure the agency for France of a concern handling dried prunes.

**16098—Mushrooms.**  
Paris, France. Company is offering mushrooms in great quantities.

**16099—Representation.**  
Paris, France. Well established firm wishes to establish California manufacturers who want their products introduced in the French market.

**17000—Psyllium Seeds, Star Aniseeds, Chillies, Orris Roots.**  
Marseille, France. Company is inquiring for the names of wholesale dealers in Psyllium seeds, star aniseeds, chillies, and orris roots.

**17001—Agencies.**  
Vienna, Austria. Organization is seeking the names of San Francisco firms interested in taking agencies for Austrian companies.

**17002—Razor Blades.**  
San Francisco, Calif. Swiss manufacturer of safety razor blades wants to get in touch with manufacturers and importers of this commodity. Further information may be obtained in San Francisco.

**17003—Canned and Fresh Fruits, Fresh Vegetables.**  
Alexandria, Egypt. Company wishes to obtain the representation of a firm exporting canned and fresh fruits, and fresh vegetables. References on file.

**17004—Tangle (Seaweed) Powder.**  
Hakodate, Japan. Party wishes to communicate with importers of seaweed products.

**17005—Advertising Novelties.**  
Osaka, Japan. Company manufacturing a cane penholder, sample of which is on file, for advertising purposes, wants to communicate with importers of advertising novelties. They also wish to import to Japan all kinds of advertising novelties.

**17006—Coffee.**  
Tanganyika, British East Africa. Party desires to get in touch with firms handling coffee, also inquiries for local prices.

**17007—Preserved Fruits.**  
Mananjary, Madagascar. Firm specializing in fruits, wants to learn the names of exporters and packers of California fruits preserved in syrup.

**17008—Hand-Made Embroideries.**  
Mayaguez, Porto Rico. Manufacturer of hand-made embroideries is seeking connections with importers and wholesalers of this commodity. Local reference.

**17009—Silks.**  
San Lorenzo, Honduras. Silk merchant desires to import American silks.

**17010—Dried Fruits Agency.**  
Kingston, Jamaica. Commission agency house is seeking a connection with an exporter of dried fruits.

**17011—Lumber.**  
Guatemala City, Guatemala. Exporting firm wants to contact importers of lumber.

**17012—Bananas.**  
Panama, Panama. Exporter of fresh bananas desires to make connections with a local firm. He is able to ship as much as 10,000 stems per shipment.

**17013—Sporting Goods.**  
Hermosillo, Sonora, Mexico. Government official is in the market for recreation equipment for school children. He requests that sporting goods dealers send their catalogues with prices.

**17014—General Representation.**  
La Piedad, Mich., Mexico. Party desires to represent manufacturers of fabrics, hats, pewterware, hardware, jewelry, perfume, and fine groceries.

**17015—Beans.**  
Saltillo, Coahu., Mexico. Party is asking for names of merchants selling beans, principally Chinese beans and other imported beans.

**17016—Coffee Representation.**  
Sao Paulo, Brazil. An association of coffee producers wants to contact a firm interested in representing them in California.

**17017—Representation.**  
Antofagasta, Chile. Party desires to represent houses handling the following: rice, canned salmon, cottonseed oil, soybean oil, canned sardines.

**17018—Representation.**  
New York, New York. Representative of a company with offices in Lima, Peru, Santiago, Chile, and Panama City, is in New York for the purpose of getting in touch with firms interested in being represented in the above mentioned cities. They are interested in the following commodities: canned fruits, fish, and vegetables, canned milk, fresh fruits, novelties, pharmaceutical products, cement, fabrics, moving picture films, etc.

**17019—Alaskan Native Products.**  
Juneau, Alaska. Party wants to get in touch with companies handling articles made by

Alaskan natives, such as moosekins, dolls, handbags, made of hairseal, or totem poles of Alaska yellow cedar, as well as other native made articles.

### Domestic Trade Tips

**D-3362—Salesman.**  
New York, New York. Manufacturers of boys' wash and cloth suits, and lumberjacks for the retail trade are seeking a representative for the west coast territory. Must be familiar with retail department store trade and travel through California.

**D-3363—Representation.**  
Cranford, N. J. Party wants to represent two or three manufacturers on exclusive agency rights in the New York territory. He is also in a position to develop sales in foreign countries. He is familiar with conditions and customs, and has connections, in the Far East.

**D-3364—Electrical Clock Parts.**  
San Francisco, Calif. Local firm is in the market for 30,000 ten-inch dials for electric clocks, 30,000 one-thirtieth horsepower electric motors, and 30,000 reduction gears.

### United States Shipping Board

The United States Shipping Board has suspended its order of December 4 in which the so-called "split-delivery" method of shipping was declared illegal and ordered stopped January 4, 1930. Yesterday, Mr. Seth Mann, manager of the Traffic Department of the Chamber of Commerce, received a copy of the new order by the board, which bears the date of December 20.

Suspension was ordered as the result of applications being filed by the Isthmian Steamship Lines and the Argonaut Steamship Line for rehearing and argument.

The original complaint to abolish "split-delivery" was filed by the Associated Jobbers and Manufacturers versus the American-Hawaiian Steamship Co., et al, and alleged that the practice of "split-delivery" was carried on in shipments from Atlantic to between two and six Pacific Coast ports at the same rates as were charged on other cargo shipments delivered altogether at one port.

The San Francisco Chamber of Commerce with other organizations intervened in behalf of complainant for the abolishment of the "split-delivery" practice, and Mr. Mann tried the case for the complainant.

The steamship lines asking for a suspension of the order of December 4 are owned by the

export of gold during November and December.

The gain in export trade for 1929 was confined, in the main, to the first four months of the year, during which our foreign sales were nearly \$300,000,000 greater than in the corresponding months of 1928. The remaining eight months showed either less increase or an actual decrease as compared with 1928.

As in most recent years the most conspicuous feature of the trade of 1929 was the expansion in the exports of the products of our factories. For the year as a whole, the foreign sales of semi-manufactured and finished manufactures (the latter by far the larger group) were in the neighborhood of \$3,250,000,000. This means a gain of approximately \$300,000,000 or 10 per cent over 1928. Year by year American manufactures have been growing in popularity in foreign markets. The total for 1929 was 80 or 90 per cent greater than that for 1922, only seven years ago, and nearly 200 per cent greater than in the average year of the immediate pre-war period, after allowing for the higher level of prices. The United States now leads the world as an exporter of factory products. Finished manufactures, which before the war represented only about three-tenths of our exports, are now half of the much larger total. The importance of this huge exportation of manufactured goods as a stabilizer of industry and employment is obviously very great.

Nearly every important class of manufactured goods was exported to a greater value in 1929 than in 1928, and for most of them the 1929 figures, when adjustment is made for the fact that prices are lower than during the war period, were the highest ever reported. As compared with the preceding year, increases appeared in our foreign sales of cotton manufactures, lumber, advanced manufactures of wood, paper manufactures, gasoline, heavy iron and steel and also the more advanced products of iron and steel, machinery, automobiles, chemicals, and numerous other articles. Exportation of machinery reached the enormous total of more than \$600,000,000, making this, next to raw cotton, the largest item in the list. Machinery exports were about 20 per cent greater in value

[continued from page 1]

than 1928. Exports of automobiles also reached the record total of more than \$550,000,000 with an increase of 10 per cent, notwithstanding that toward the close of the year the foreign sales were somewhat less than in the corresponding months of 1928. A high percentage of gain, namely 12 per cent, was shown by the heavy iron and steel products.

The increase in value of the exports of the products above mentioned were in all cases due chiefly, if not wholly, to larger quantities shipped. There was little or no advance in unit prices. Among the semi-manufactured commodities, however, the conspicuous increase in foreign sales of copper occurred despite some decline in the quantities sold, the unit price, under strong world demand, having risen materially.

Largely because of reduced exports of cotton and tobacco, the total value of agricultural exports in 1929 was somewhat less than in 1928. Foreign sales of foodstuffs, which, with cotton and tobacco, make up the great bulk of the agricultural exports, showed, in the aggregate, little change in 1929 as compared with 1928, some decrease in wheat and a marked decline in barley and rye being offset by increased exports of meat products, corn and fruit, and nuts. The gains in foreign sales of meats and lard, which appear both in quantities and values, are in gratifying contrast with the general downward tendency of other recent years.

The statistics of import values in the last three or four years have been much affected by price variations. Thus, in 1925 and 1926, rubber prices were high, bringing up decidedly to the value of all imports. Since that time rubber has dropped greatly in price, and notwithstanding steadily increasing quantities, the value of rubber imports has fallen off. There has been on the whole a downward tendency in the prices of other major commodities such as coffee, silk, sugar and tin. In contrast with an increase of 7 or 8 per cent in the value of imports in 1929, it is likely that the quantitative indexes, when finally worked out, will show a gain of at least one-sixth over 1928. Furthermore, while the value of imports in 1929 was approximately the [continued on page 4]

U. S. Steel Corporation. The "split-delivery" provision was published in their tariffs and later adopted by other inter-coastal companies for competitive reasons, said Mr. Mann. The principle of "split-delivery" was declared by other inter-coastal carriers to be unlawful, added Mr. Mann, who pointed out that the "split-delivery" applied only to west-bound and not eastbound freight.

Merchants and manufacturers of the Pacific Coast were jubilant over the board's action of December 4, and many of them expressed surprise upon learning that the board had suspended indefinitely that order, and the Chamber of Commerce and other organizations forwarded immediately to the Shipping Board an answer to the applications of the Isthmian and the Argonaut lines and asked for a rehearing.

# LEADS for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified.

## DOMESTIC TRADE BUREAU OF THE INDUSTRIAL DEPARTMENT

**Advertising** — Francis W. O'Connor, de Young Bldg.

**Association** — Waterfront Employers' Union, 256 Mission.

**Attorneys** — Kirkbride, Wilson & Brooks, 220 Montgomery; W. C. G. McDonnell, 582 Market.

**Auto Service** — Case Used Body Shop, 901 Golden Gate Ave. to 670 Turk.

**Bakery** — Forest Hill Bake Shop, 408 Dewey Blvd.

**Beauty Parlor** — Grace & Marie, 406 Sutter.

**Bonds** — International Bond Co., 68 Post.

**Cleaners** — El Patio Cleaners & Dyers, 305 Hoffman.

**Clubs** — Golden Gate Kennel Club, 760 Market; Hottentot Club, 366 Fell; Rio Del Mar Country Club, 235 Montgomery to de Young Bldg.

**Contractors** — Richard J. O'Brien, Alexander Bldg. to 600 Bush; F. B. Siegrist (general), 693 to 604 Mission; United Building Construction Co., 321 to 235 Bush.

**Dentists** — Dr. Herbert S. Bibbero, 223 Geary to 450 Sutter; Dr. I. A. Feldman, 1295 Golden Gate Ave. to 1720 O'Farrell.

**Detective Agency** — Jerome Detective Service Co., 321 to 325 Bush.

**Dress** — Lewin Drug Co., 500 Geary.

**Electrical** — B-L Electric Mfg. Co., 274 Brannan; Columbia Electric Co., 2121 Chestnut; Jamson Electric Co., 274 Brannan.

**Fertilizers** — Shelton Co., Battery and Filbert to 1203 Battery.

**Fisheries** — I. A. Hufschmidt Mfg. Co. (Inglis), 476 Hayes to 121 Mission.

**Grocers** — Smith's Grocery, 1520 Clay; Trade Well Food Stores, 32 West Portal.

**House Cleaning** — Jap House Cleaning Co., 2929 to 112 Clement.

**Insurance** — George Irwin, 938 Geary to 1045 Post.

**Investments** — United Aircraft Investment Corp., 68 Post.

**Laboratory** — Rideway F. Smith, 450 Sutter.

**Laundry** — Sing Lee Laundry, 769 Vallejo to 541 Franklin.

**Library** — Monadnock Circulating Library, 681 Market.

**Lumber** — W. R. Sayre Lumber Co., Inc., 1 Montgomery to 582 Market.

**Machine Tools & Supplies** — F. O. Stallman, 451 to 2168 Folsom.

**Market** — Civic Meat Market 1704 Fillmore.

**Music** — Allen Robert School of Music, 935 Market.

**Paving** — San Francisco Paving Co., 693 Sutter.

**Photographers** — Babyland Studios, 833 Market.

**Real Estate** — Associated Real Estate Corp., 321 to 325 Bush; Albert J. Miller, 269 Post; William S. Romano, 2385 20th Ave. to 907 Taraval.

**Restaurants** — H. Wm. Bergquist, 1805 Haight; Jose Guzman, 1308 Fillmore; G. Stanich, 987 Embarcadero; Welbel's Coffee & Sandwich Shop, 210 Pine.

**Securities** — Founders General Corp., 111 Sutter.

**Service Station** — Ingleside Service Station, 1301 Occult.

**Shoes** — Karl's Kustom Made Shoe Co., 2310 Mission.

**Show Cards** — W. D. Miller, 1802 Geary.

**Upholster** — Decorative Furnishers, 141 Mason.

**Vegetables** — John Tripoli, 1383 Underwood.

**Wire** — American Insulated Wire Corp., 274 Brannan.

**Miscellaneous** — Cosco Hocky, 121 Kearny to 811 Greenwich; Bui Mfg. Corp., 274 Brannan; K's Service Co., 425 Hyde to 281 Geary; Dr. C. S. Maguire, 781 Page; Marie's Smart Shop, 1182A Market; Mission & 6th St. Auto Exchange, 1014 Mission; Pines Winter Front Co., distr., 116 Van Ness Ave.; Neile Rey Laboratories, Ltd., Fairmont Hotel.

## Transcontinental Freight Bureau Docket

The subjects listed will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than January 9. 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. 10636**, grapes, CL, eastbound; 10637, frozen shrimp, for export to Hawaiian Islands, CL, westbound; 10638, fire brick, clay products, etc., CL, westbound; 10639, freight automobiles and parts, freight automobile bodies, self-propelled fire fighting apparatus, for export, CL, westbound; 10640, freight automobiles and parts, boxed, and automobile chassis and parts, boxed for export, CL, westbound; 10641, application of rates from Tennessee Central Ry. stations east of Lebanon, Tenn.; 10642, sheep skins, dried, imported, CL, eastbound; 10643, iron or steel anchors, anchor plates, bridging, clamps, clips, hangers or screed chairs in mixed carloads with iron or steel beams, CL, westbound; 10644, infusorial earth, CL, eastbound, minimum weight; 10645, roofing, or building, paving or roofing material, CL, westbound; 10646, sulphur (not refined or manufactured), CL, westbound; 10647, prepared mustard sauce in mixed carloads with spices and flavoring extracts, eastbound; 10648, vision tone machines (combination radio, phonograph, moving picture device containing a vitaphone, moviephone or talkie device, all contained in one cabinet and interrelated one to the other), LCL and CL, westbound; 10487 (amended), paperoid containers and galvanized iron clips (used as anrol containers and attached to fruit tins), LCL and CL, eastbound; 10554 (amended), copper cable, copper rope and copper wire, not insulated, CL, westbound.

anchors, anchor plates, bridging, clamps, clips, hangers or screed chairs in mixed carloads with iron or steel beams, CL, westbound; 10644, infusorial earth, CL, eastbound, minimum weight; 10645, roofing, or building, paving or roofing material, CL, westbound; 10646, sulphur (not refined or manufactured), CL, westbound; 10647, prepared mustard sauce in mixed carloads with spices and flavoring extracts, eastbound; 10648, vision tone machines (combination radio, phonograph, moving picture device containing a vitaphone, moviephone or talkie device, all contained in one cabinet and interrelated one to the other), LCL and CL, westbound; 10487 (amended), paperoid containers and galvanized iron clips (used as anrol containers and attached to fruit tins), LCL and CL, eastbound; 10554 (amended), copper cable, copper rope and copper wire, not insulated, CL, westbound.

## Industrial Development

Reported by the Industrial Department

### NEW INDUSTRIES

**The Beech Nut Packing Company** of Canajoharie, New York, manufacturers of food and confection products, have selected San Francisco as the point for distribution of their products throughout northern California. The branch office and warehouse of this company is located at 112 Market Street, San Francisco.

**The Crown Products Corporation**, manufacturers of Sani-Clor bleaching water, apple cider vinegar, etc., have established headquarters in this city at 1237 Mimososa Street, where they occupy 20,000 square feet of floor space and employ 29 people. Branch warehouses are maintained in Oakland and Sacramento. This company, in charge of Mr. N. Smooke, assistant secretary, distributes its products throughout northern California.

**Pieking & Chaffee, Ltd.**, manufacturers of the Thermador electric heater, have opened a branch and warehouse in this city at 447 Sutter Street, under the direction of Mr. J. A. Graham. Stock is carried for distribution in this territory.

**Goss Brothers**, manufacturers of waterproof table covers, pads, and shower bath curtains, have chosen San Francisco as manufacturing headquarters from which to distribute their products throughout northern California. This new firm is located at 828 Folsom Street where they occupy 5000 square feet of floor space.

**The Ohio Varnish Company**, 61 Natomah Street, have located a branch office and warehouse in this city for the purpose of distributing their products of paints, varnishes, etc., through-

## Interesting and Unusual Events In San Francisco and Vicinity

FOR THE WEEK OF JANUARY 5 to 11  
Compiled by the Information and Statistical Department

### At the Art Galleries—

East West, Albert Gos' Alpinescapes, until January 10.  
Beaux Arts, oils and water colors of Marlon Simpson, till January 31.  
Schwabacher-Frey, oils, etchings and block prints.

### January 5—

4:00 P. M.—Lecture, Helen G. Barker, The Oriental Gallery, de Young Museum.

### January 7—

8:20 P. M.—Recital, Efreim Zimbalist, noted violinist, Dremland Auditorium.

### January 8—

8:20 P. M.—Recital, Efreim Zimbalist, noted violinist, Oakland Auditorium Theatre.

8:20 P. M.—Parlow Ensemble, Music Building, Mills College, Oakland.

8:00 P. M.—Lecture, "Economic Barriers in International Relations," Dr. Ira B. Cross, 465 Post Street.

2:00 P. M.—Lecture, Louis C. Towne, the Egyptian Galleries, de Young Museum.

8:30 P. M.—Marionette Playhouse, Mollere's "Don Juan," 566 Merchant Street.

### January 9—

8:30 P. M.—Recital, Hulda Lashanska, soprano, Scottish Rite Auditorium.

11:00 A. M.—Current Reviews, Aline Greenwood, Fairmont Hotel.

8:30 P. M. Marionette Playhouse, Mollere's "Don Juan," 566 Merchant Street.

### January 10—

12:15 P. M.—Symphony Breakfast, St. Francis Hotel, with Desmond Roberts from the "Journey's End" Company as guest speaker.

3:00 P. M.—San Francisco Symphony Orchestra, with Nathan Milstein as guest artist, Curran Theatre.

8:15 P. M.—Lecture, illustrated with motion pictures, "Camera Hunting on the Continental Divide," by William L. Finley, 465 Post Street.

8:30 P. M. Marionette Playhouse, Mollere's "Don Juan," 566 Merchant Street.

### January 11—

8:30 P. M.—Final performance, Mollere's "Don Juan," Marionette Playhouse, 566 Merchant Street.

### PERMANENT ART GALLERIES

Beaux Arts Galerie	- - -	166 Geary St.
East West Gallery	- - -	609 Sutter St.
de Young Museum	- - -	Golden Gate Park
Courvoisier Gallery	- - -	474 Post St.
Gump Galleries	- - -	246 Post St.
Palace of the Legion of Honor	- - -	Lincoln Park
Paul Elder Gallery	- - -	239 Post St.
Valdespino Gallery	- - -	345 O'Farrell St.
Vickery, Atkins & Torrey	- - -	550 Sutter St.
Worden Art Gallery	- - -	312 Stockton St.
Workshop Gallery	- - -	536 Washington St.
Schwabacher-Frey Gallery	- - -	735 Market St.

out California, Washington, Oregon, and Nevada. The San Francisco office and warehouse occupies 5000 square feet of floor space, and is under the management of Mr. W. T. Avera. The local office is a branch of the Ohio Varnish Company of Cleveland, Ohio.

**Papp & Company**, local manufacturers of high grade furniture, tables, chairs, etc., has recently established headquarters in this city at 2751 16th Street. This new concern is in charge of Mr. Antonio Papp.

**The Sea Haek Boat Company**, recently organized in this city at 1148 Howard Street, where they occupy over three thousand square feet of floor space. This new concern, under the management of Mr. L. C. Hawley, is equipped to serve the Pacific Coast.

**Service Photo Engraving Company**, recently established

here, is equipped to handle a complete line of copper half tons and zinc cuts for the printing industry. The new concern is located at 440 Sansome Street.

### NEWS NOTES

**Western Pipe and Steel Company**, already one of the largest manufacturers of fabricated steel on the Pacific Coast, with headquarters in San Francisco and a large plant at South San Francisco, has recently further expanded through the acquisition of the Western Pipe and Steel Company of Illinois. The Chicago concern started about six years ago and manufactures a specialized line of pressed steel products including bulkheads for refrigerator cars, steel concrete forms, and similar products. Other plants operated by Western Pipe and Steel are located at Los Angeles, Fresno, Taft and Phoenix.

# World Trade at a Glance!

Summarized by Department of Commerce

**C**OMMERCIAL transactions during the week ended December 21, as measured by the volume of checks presented to the banks for payment, were greater than in the preceding week but showed a decline from the corresponding period of 1928, according to the weekly statement of the Department of Commerce. Steel plants were operating on a lower level than in the corresponding period of last year. Receipts of wheat, cattle, and hogs at the principal markets were lower than in the corresponding week of 1928. The distribution of goods, as indicated by the volume of freight car loadings for the latest reported week, was lower than in the same period of a year ago.

The general index of wholesale prices was somewhat stronger than in the previous week but was lower than a year ago. Iron and steel prices were fractionally higher than in the previous week but were somewhat lower than in the corresponding week of 1928. Copper prices were unchanged from the previous week but were higher than a year ago, while prices for cotton averaged lower than in either period.

Interest rates on both time and call funds were unchanged from the preceding week, but were substantially lower than at this time last year. Bond prices were lower than in either the previous week or the same week of 1928. Business failures were less numerous than in the preceding week but showed a slight gain over last year.

### AUSTRALIA

Holiday business in Australia continues fair despite the reduced purchasing power of the country, but it is still decidedly below normal. Important reductions are shown in new residence and business buildings, but recent tariff increases have stimulated plans for factory buildings. The coal strike in New South Wales remains unsettled, and state authorities have opened one mine with voluntary labor. The export outlook has not improved, and facilities for financing imports continue unsatisfactory. London balances are extremely low and Federal and state governments are accumulating important overdrafts there.

Advertise  
your business in a  
**BUSINESS**

### CANADA

Manufacturers and jobbers are seasonally quiet in preparation for the year-end inventory but retail trade is active with Christmas buying at the peak. Money is apparently more plentiful and buying is concentrated on moderate priced goods. Sleet, snow and cold weather have stimulated sales of rubber footwear, apparel, fuel and winter sports equipment. In Vancouver, the power shortage due to the deficient rainfall this year is forcing some firms to curtail operations. Unemployment throughout the West is estimated to be twice as large as a year ago, and there is also a large number of casual unemployed in the Eastern Provinces. The early resumption of active operations in the automobile and rubber industries is anticipated with prospects for relieving the situation in Ontario.

### CHINA

Conditions in North China evidence little change from last month, and merchants emphatically assert that no improvement in trading conditions are looked for under the prevailing apprehension of further political instability. Money continues tight, and fourteen small Chinese banks in Tientsin ceased operating in recent weeks. Business commitments are cautious and restricted. Poor transport facilities now obtain because of disrupted service on both the Tientsin-Pakow and Peking-Hankow railways and freezing of inland waterways.

### EL SALVADOR

It is reported that calls for dollar drafts are heavy with no foreign exchange bills to meet the demand, owing to the lack of coffee transactions. Dollars are at a premium, the banks protecting foreign exporters by collecting and remitting on their own accounts. The situation appears to be serious although it should be relieved by the arrival of new coffee drafts in January.

### FRENCH INDU-CHINA

Prospects for this year's rice crop, which were most encouraging until November, have been altered by heavy rains in rice growing districts last month. Total estimates now place the output at practically the same as in 1928. Exports of rice from Saigon in November totaled 57,000 metric tons, compared with 109,000 tons in the same month a year ago. Of the total shipments last month, 16,000 tons went to Hong Kong, 11,000 tons to Java, and 7000 to Cuba.

### HONOLULU

Early and general rains

erate, and the ratio of cash sales is reported to be lower. Collections in the past month have been only fair. The employment situation is subnormal but is expected to improve in January. No additional labor of any kind is needed at present. The November 1 estimate on the sugar crop was about 856,000 short tons or about 7 per cent under that of last year.

### JAPAN

Business in Japan continues dull, and the outlook for 1930 is not particularly encouraging. The government is considering plans for various measures leading toward stability following removal of the gold embargo on January 11, which include assistance to industries, improvement of the international trade balance, the lowering of commodity prices, reduction of freight rates and other transportation changes. Continued declines registered in the stock market reflect uncertainty in business conditions and political situation. Small traders and industrialists are experiencing much difficulty in securing funds with which to meet year end obligations. The silk market is weak, despite the suspension of reeling operations on December 15.

### PHILIPPINES

General business showed a seasonal upward trend during November, but improvement was spotty and below expectations. Copra and abaca districts were particularly slow and Albay province suffered from storms. Retail buying for Christmas has been good, but the general turnover of Christmas trade is not expected to equal that of last year. November textile collections showed considerable improvement. Collections in other lines were fair, but continued difficult. The credit situation was fair. General conditions in the district of Cebu are reported unsatisfactory, due to scarcity of money.

### SWEDEN

The high level of Swedish industrial output for the current year was well maintained during October with the industrial production index recorded at par against 125 and 110, respectively, for the same month of 1928 and 1927 (monthly average for 1923/25 equals 100). Foreign trade also shows increased turnover with October imports valued at 176,320,000 crowns compared with 157,981,000 crowns during October, 1928, while exports amounted to 185,450,000 crowns against 165,569,000 crowns for the same month of the previous year. For the first ten months of 1929 imports reached 1,415,100,000 crowns and exports 1,473,100,000 crowns.

### BENEDICT INVITES SECRETARIES TO S. F.

To invite the members of the California Association of Commercial Secretaries, the state-wide organization of chamber of commerce executives, to hold their 1931 convention in San Francisco, Assistant Manager and Comptroller William F. Benedict of the San Francisco Chamber of Commerce, accompanied by Domestic Trade Commissioner Theodore Grady, Jr., left last night for Pasadena where the 1930 convention will be held during the balance of the week.

Commenting upon the importance of the convention, Benedict stated, "each year for the past 17 years the chamber of commerce secretaries of the state have met to discuss technical problems effecting the work of their respective organizations and the welfare of

their communities. Should San Francisco secure the 1931 convention, not only will it be a gratifying compliment to our city, but it will also place San Francisco in an even greater position of statewide civic leadership for which our entire organization has been striving during the past year."

Grady, who through his wide chamber of commerce acquaintanceship will be most helpful in pressing the invitation, was secretary of the state secretarial association for the three years previous to 1929.

### C. OF C. GROUP . . .

[continued from page 1]  
Knight of the Bank of Italy, representing the Downtown Association; and M. A. Grenadier of Grenadier & Macowsky, and Herman L. Snyder of Snyder Bros. Knitting Mills, representing the manufacturers.

## 1929 Was Record Breaker In Nation's Foreign Trade

[continued from page 3]

same as in 1926, the quantities imported were very much larger.

Many leading imports into the United States made a record in 1929 as regards quantity. This was true of such major items as silk, cocoa, rubber, tin, unrefined copper and newspaper, as well as of many others. Rubber purchase reached the huge total of more than a billion and a quarter pounds, with a gain of 25 or 30 per cent, as compared with 1928. For several of these important items, notably cocoa, rubber, paper and tin, the percentage of increase in value as compared with 1928 was less than in quantity. The high buying power of the United States is indicated by the fact that it takes approximately seven-tenths of the total commercial silk supply of the world and that furs, which showed an increase of about 8 per cent as compared with 1928, ranked sixth among our imports of last year. Particularly high percentages of increase were shown in the imports of unrefined copper, for further treatment by American factories, as well as in the imports of the less important item of refined copper itself. Our imports of copper represent to a large extent the production of mines controlled by American capital and they make possible the maintenance of our great export trade in refined copper.

Price movements had little or

no effect in the case of finished manufactures, which reached record totals. The increasing purchases of advanced manufactured goods, which have been possible by reason of the prosperity of the country, have been an important factor in the recovery of European industry. A large proportion of the manufactures imported are specialties, particularly such as involve much hand labor.

It is as yet too soon to make a precise statement as to the change in the geographic distribution of our trade in 1929 as compared with the preceding year. Figures for 10 months show an increase in the value of exports to all six of the continents, with the highest percentage of gain in shipments to South America. Sales to our northern neighbor, Canada, increased very greatly. Those to Cuba and Mexico showed a substantial increase during 1929 as against declines in several earlier years. Imports from all the continents were also greater in 1929 than the year before, and there was no very conspicuous difference in the relative percentages of gain. As usual, our exports to Europe, North America, Oceania and Africa were greater than our imports from those continents, while the balance of trade was greatly against this country in the commerce with Asia and against it to a very considerable amount in the commerce with South America considered as a whole.

# SAN FRANCISCO BUSINESS



JANUARY EIGHTH - NINETEEN THIRTY

Keep in direct contact  
*with your*  
foreign representatives

by **RCA**  
**RADIOGRAMS**

**M**ANY American corporations have learned of the superior service provided by RCA RADIOGRAMS. They are using this fast, accurate, dependable service daily to direct their overseas business. It's the modern means of direct international communication for modern business.

Direct RCA circuits to Europe, Asia, Africa, Central and South America, West Indies and Australasia.

Mark your messages "Via **RCA**"

*Quickest way to all the world*

**R. C. A. COMMUNICATIONS, INC.**  
64 Broad Street New York City  
*Telephone Hanover 1811*



# THE NEW ZEROLENE

Presenting the San Francisco Symphony Orchestra and the Los Angeles Philharmonic Orchestra alternately, The Standard Symphony Hour offers its programs of enjoyable music every Thursday evening from 7:30 to 8:30 p. m. over KFI; KGO; KGW; KOMO and KHQ. The Standard School Broadcast is presented Thursday mornings from 11 to 11.45 a.m.



## A desert *mystery* and *miracle* on the way to the East

Tom knew his dad was "regular." Always, a walk with him had been an excursion; a trip to his office an adventure. But this trip to the East!

The Apache Trail! There before the Tonto ruins the mystery of Arizona touched them. Arizona, the ancient . . . with its whispers, you can't quite hear, from a deep-shadowed past. Crumbling cliff dwellings—broken toys of vanished children.

In sharp contrast—the *new* Arizona. The miracle of Salt River Valley and fast developing Phoenix. Water, stored in these red

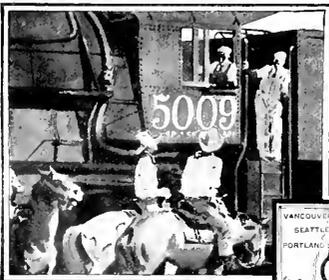
and tan mountains of the grim Apache, had brought the magic of green agricultural gold.

That night Tom listened to the clicking song of the rails. His was a magic berth . . . swept on by a swift chain of speeding lights. Golden lights that flashed to reveal and quiet the grotesque ghosts of the desert. His dad had bought just regular roundtrip tickets to the East but all the sparkle and color of a western legend seemed caught in their folds.

Through the heart of the Spanish-American Southwest run Southern Pacific's GOLDEN STATE and SUNSET ROUTES. Their rails directly serve the winter desert resorts about Palm Springs and Indio and the guest ranches of Southern Arizona.

Tucson, Phoenix, Tombstone, Benson, Douglas, Globe are centers of the guest ranch activity. Here America has discovered, on high mesa, fine hotels and comfortable ranches where life steps up to enjoy the dash and spirit of the old time hard-riding West.

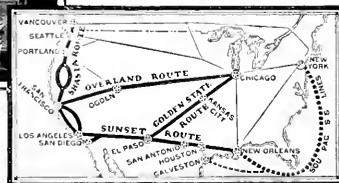
You can stopover anywhere on your way to or from the East. SUNSET ROUTE (San Francisco to New Orleans, thence north and east by rail or by Southern Pacific steamship to New York) or GOLDEN STATE ROUTE (Los Angeles to Chicago via El Paso and Kansas City, return by OVERLAND ROUTE or SHASTA ROUTE). Only Southern Pacific offers four great routes. Go one way, return another.



# Southern Pacific

## Four Great Routes

Write to E. W. CLAPP, 65 Market Street, San Francisco, for copy of illustrated book: "Four Great Routes to the East."



Officers of the San Francisco  
Chamber of Commerce

Almer M. Newhall  
*President*

L. O. Head  
*First Vice-President*

J. W. Mailliard, Jr.  
*Second Vice-President*

Robert Newton Lynch  
*Third Vice-President and Manager*

Albert E. Schwabacher  
*Treasurer*

W. F. Benedict  
*Assistant Manager and Comptroller*

*Board of Directors*

H. M. Adams                      A. M. Brown, Jr.

R. D. Carpenter

H. D. Collier                      Leland W. Cutler

R. Stanley Dollar

L. O. Head                      A. F. Hockenbeamer

F. L. Lipman

Geo. P. McNear                      J. W. Mailliard, Jr.

L. H. Marks

Frederick H. Meyer                      Almer M. Newhall

N. R. Powley

J. T. Saunders                      Albert E. Schwabacher

Donzel Stoney

D. G. Volkman                      Louis A. Weidenmuller

A. Emory Wishon

*Chairmen of Standing  
Committees*

A. Emory Wishon, *Agricultural*  
Frederick Baruch, *Appeals*  
Henry Rosenfeld, *Arbitration*  
R. J. Murphy, *Bean Trade*

Frederick H. Meyer, *Bridge and Highway*  
Robert Dollar, *China Commerce*  
J. W. Mailliard, Jr., *Finance*  
Ian Armstrong, *Foreign Trade*

C. J. Kelly, *Fresh Fruit Export*  
George P. McNear, *Grain*  
L. O. Head, *Industrial*

Wallace M. Alexander, *Japanese Relations*  
J. H. Polhemus, *Latin American*  
Robert B. Henderson, *Legislative*  
J. C. Rohlf, *Marine*

Capt. C. W. Saunders, *Maritime and Harbor*  
N. R. Powley, *Memberships*  
Donzel Stoney, *Municipal Affairs*  
L. H. Marks, *Publicity*

J. W. Mailliard, Jr., *Transportation*

SAN FRANCISCO  
BUSINESS

Published weekly by the San Francisco Chamber of Commerce  
205 Merchants Exchange Building • Phone DAvenport 5000  
Entered as second-class mail matter at the Post Office, San  
Francisco, California, under the Act of March 3, 1879

SUBSCRIPTION FOUR DOLLARS A YEAR

GEORGE L. NORTH, *Editor*

H. H. DEMPSEY, *Advertising Manager*

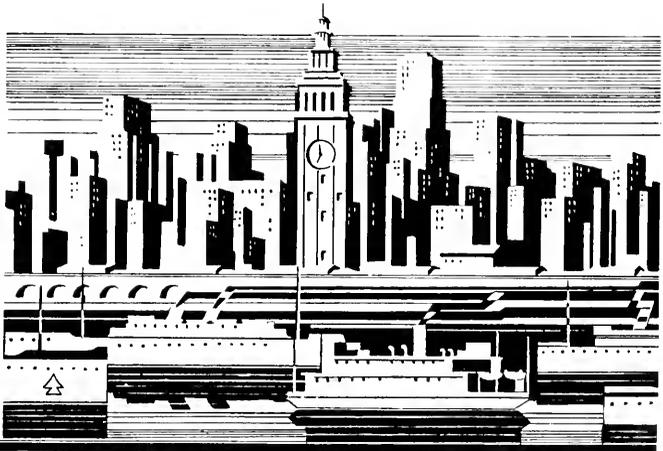
Vol. XX

SAN FRANCISCO, CALIFORNIA, JANUARY 8, 1930

No. 2

TABLE of CONTENTS

COMMERCIAL LEADERSHIP IN THE PACIFIC	-	6
<i>By Robert Newton Lynch</i>		
OUR INDUSTRIAL ACTIVITIES IN 1929	-	10
<i>By L. O. Head</i>		
THE FEDERAL FARM BOARD AND THE AGRICULTURAL MARKETING ACT	-	12
<i>By Albert C. Agnew</i>		
GREAT BRITAIN, A CALIFORNIA CUSTOMER	-	15
<i>By Cyril H. Cane</i>		
WHAT THE NEW CENSUS OF DISTRIBUTION MEANS TO BUSINESS	-	16
<i>By Frank M. Surface</i>		
OUR CAMPAIGN FOR SUNNYVALE	-	18
<i>By C. B. Dodds</i>		
THE HOTEL PAYS THE FREIGHT	-	20
<i>By Edith Bristol</i>		
INDUSTRIAL DEVELOPMENT	-	26
FOREIGN AND DOMESTIC TRADE TIPS	-	43
LEADS FOR NEW BUSINESS	-	45



# Commercial leadership in the Pacific

By invitation of the Commonwealth Club Mr. Lynch addressed several hundred of its members at the Palace Hotel on Friday, January 3. His talk was an informal review of the recent Around Pacific Cruise which was initiated by the San Francisco Chamber of Commerce, and is published herewith from a stenographic report. The Editor.

By Robert Newton Lynch

Vice-President and Manager San Francisco  
Chamber of Commerce

ON September 21, 1929, there sailed from the port of San Francisco the magnificent steamer Malolo, one of the finest steamers afloat, and perfectly adapted for the purposes that we had it, under a master mariner, Capt. Berndtson. We sailed out of this port and went completely around the Pacific, going to practically every country, except in South America, and going to twenty different ports.

I have been asked to give a plain, unvarnished tale of this remarkable trip, because it does have great significance to San Francisco and, I feel, to the limit of its influence that it served a very real cause and was a contribution, on the part of San Francisco, to matters that are of most far-reaching importance to all of us here and, in fact, to the entire Pacific.

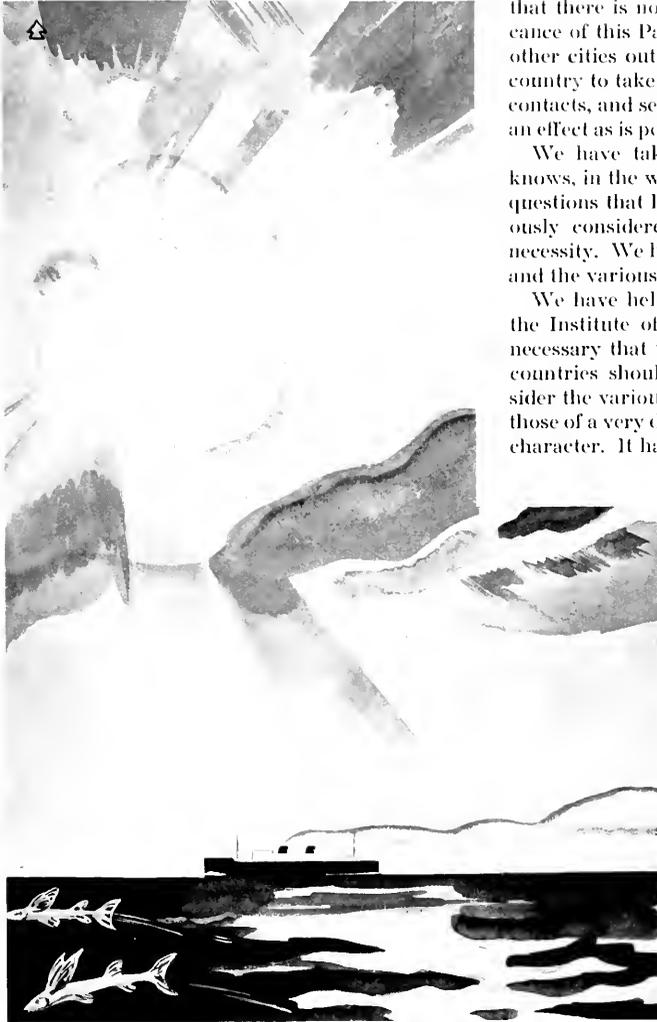
It might be well, in the first place, to say what we were trying to do. For over a year we had in preparation this particular cruise. We have intended, for many years, to make a visit to the peoples around the Pacific. We have constant contact with them.

Some ten years ago we designed an excursion of more limited character that went as far as Java. But San Fran-



cisco is a world port. San Francisco is not a local place at all; it is a focal point. As we look inland it is the focal point of half the continent; as we look out over this Pacific we are a great world port and all of this area, however far distant it may seem to us from here, is part of our own yard, part of our own field. In a very real sense the field of San Francisco is the world itself.

So we started out to pay a friendly visit, to make friendly and goodwill contacts with our neighbors. We went out to get a



that there is not a very deep grasp of the significance of this Pacific area, and San Francisco, and other cities out here on the Pacific, owe it to the country to take leadership in getting the facts and contacts, and seeing that they have as far-reaching an effect as is possible.

We have taken a great interest, as everyone knows, in the whole Japanese problem. All of the questions that have come up have been very seriously considered here on the Pacific Coast, of necessity. We have taken a great interest in China and the various things that China has brought up.

We have helped form, as a constituent factor, the Institute of Pacific Relations because it was necessary that representatives of all these Pacific countries should meet together and should consider the various problems that are involved, even those of a very delicate nature, or of a controversial character. It has been the history of this Institute

that, as representatives in a friendly spirit have gathered around a table to discuss their problems, they have not come to blows; that they have come to a better understanding. And just at the time when the Institute of Pacific Relations was holding its third meeting in Kyoto, Japan, for the discussion of these grave problems, we were taking a ship out and going to the countries themselves very much in the spirit of the Institute, but with very definite commercial leadership, because our part was commercial contacts, and commercial contacts have a very dominating and far-reaching effect both upon the spirit and the solution of these problems.

We resolved to go out, in the first place, with a buyer's attitude. We thought that we would

fresh view, to get a new grasp of the problems of these various countries.

We have had contacts with the Orient and with Australia. For fifty years our merchants have moved back and forth across this ocean. We have found it necessary, over a long period of years, to take a vital interest in the problems of various countries with which we are in contact. It has been intensely important that we should be in immediate and vital touch with the organizations, with the business men and, in some sense, with the officials of these various countries, because there is a great solidarity in this Pacific Basin which has surely impressed every thoughtful citizen of San Francisco.

We realize, as we go out into the United States,

reverse the usual policy, not go out to tell all these various countries what San Francisco, California, and the United States are, but to go out and say, "We have nothing to say about San Francisco. We have come to open our minds and our hearts to what you have to offer us. We should like to know what your problems are; we should like to know what your attitude is toward the United States, what you need from us, and what story you have to tell." We found that that attitude received a most remarkable response and the peoples concerned were most eager to confide in us the problems that were very deep in their minds and in their hearts; sometimes their hopes or their fears.

We also went out with the idea that we did not care to burden anybody in the matter of entertain-

ment. We had 325 people aboard. Naturally, on a cruise with that number of people, the necessity of entertainment would be burdensome in many places. They would, perhaps, be spending all of their time trying to provide a luncheon or a dinner, or to raise money to entertain us. And, of course,

Mr. Charles C. Moore. Mr. Moore is known to all of you. He is a man, in San Francisco, of international mind and contact; he is a man of wide experience and vision; he is a man of dynamic energy; he is a man of tremendous idealism, practical idealism; he is a man who felt that he could discharge a duty here around the Pacific, having met the peoples of the world at the time of the great exposition, having had contacts with them all during these years. Mr. Moore, though not in very good health, undertook the leadership of this cruise and very largely dominated the very generous policy that was involved in it.

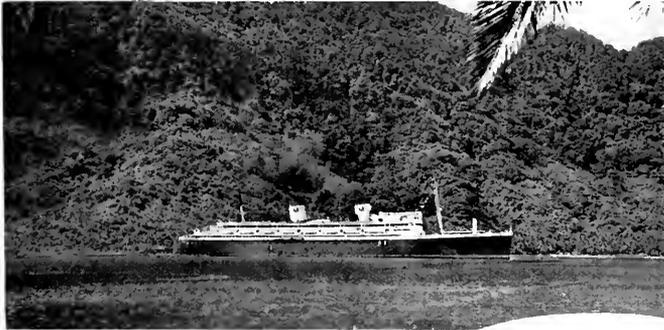
Mr. Moore met with the San Francisco Chamber of Commerce. We formed an Invitation Committee. We did not want a cruise in the ordinary sense. While there would be a great deal of pleasure involved, while everybody present would get more, even in pleasure than he would get on an ordinary cruise, this matter was put on a very

much higher basis. Therefore, there were responsibilities involved in connection with it so that the people that were selected would be a cross-section



*The Malolo's reception at Victoria Quay, Fremantle, Western Australia.*

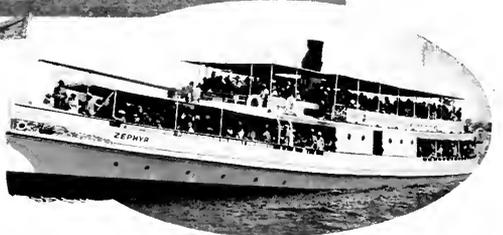
in the Orient the entertainment has often been extravagant and lavish. But we had a very splendid contract with the Matson Company, and with the American Express Company, which handled our business arrangements. We were entitled to 400 meals three times a day for the entire period. When any of our people were ashore we had the privilege of using the seats of all of the people, so we could invite two or three hundred in to lunch, or to dinner.



*The Malolo anchored in Pago-Pago Harbor, American Samoa.*

The cuisine on this ship was as fine as in any hotel in the United States; it was most remarkable how the quality of the food was kept up from the beginning until the end. The American dishes were very greatly appreciated. We left here, I think, with 200,000 or 300,000 meals aboard and a perfect refrigeration system. And with a ship that could keep up that quality throughout one can see what an advantage it was to be able to entertain people aboard. It was pathetic how grateful they were for the privilege of seeing the ship, or coming in contact with us in our own home, meeting us on our own ground. It was a very unique experience in that respect.

All of this was focussed under the leadership of



*Western Australia. An excursion steamer in Swan River, Perth, with a party of Malolo passengers.*

tion of American life. And for once, without reflecting upon any other cruise, we had a representative group of people aboard, of whom we were proud, and perhaps even the unconscious message of the presence of people of character, of responsibility, of intelligence, of taste, and of some sense of the impression that they would make upon the peoples that they came in contact with, that alone would have been a very splendid message on behalf of our country and of our city.

We started out with the idea that we would get all of these people from San Francisco. We failed, fortunately. We thought we would get them all

from California. We failed. The trip was on too grand a scale. The scope and character and cost of that trip was almost a million dollars—\$900,000 to be exact—and so we appealed to the United States Chamber of Commerce. We wanted it to be strictly a business trip. We secured representatives from twenty-six states and two territories. Practically every man aboard that boat was a business man, or interested in business problems. The ladies on board the boat were either of the families, or they were business women, or women that sympathized most deeply and furnished a splendid background to the idealism of this particular trip.

And so out we started, on September 21, through the Golden Gate.

Between San Francisco and Yokohama we undertook to tell all our people what it was all about. We did not know whether we would be able to organize them into a unit or not; we didn't know whether it would be necessary for us to have a small nucleus that would represent the spirit of the trip, or whether we could get them all into a unity of purpose and of spirit. We were very glad that the president and directors of the Chamber of Commerce elected every person aboard the ship as a member of the Chamber of Commerce for the period of the trip. They sent us each a certificate, the same certificate which all of you that belong to the Chamber of Commerce have, signed by the president and secretary, ready for framing. Such a certificate was furnished to every person aboard.

*The Marble Boat in the Summer Palace Grounds at Peiping, China.*



It was regarded as a tremendous compliment and they identified themselves with our organization, as we were seeking not to go by ourselves, but to try to be trustees for a large idea. They accepted this membership and entered fully into its spirit and so, before we got to Yokohama, we had our entire group organized as a unit prepared to carry our message.

When we approached Japan we wondered what had happened. We had not given any very great announcement to the purposes of this trip. We were rather modest; we wrote and said that we didn't want any extravagant entertainment. We expected to be received, of course, and then we were going to invite them aboard the boat. But before we got to Japan we received a flood of radiograms. Two came from Viscount Shibusawa, a great man, nearly ninety years old. Through the officials of the Foreign Office the chambers of commerce of all parts of Japan wired us and wanted to meet us. And though we arrived upon one of the most sacred holidays in Japan—a most sacred holiday—which occurs only once in twenty years, yet there was a representative group to meet us and the following day, and days, at Yokohama we were received with open arms and our message was translated to them and we received what they had to say to us.

It could perhaps be said that part of the warmth of our reception was due to the attitude of the San Francisco Chamber of Commerce, over a long period of time, to try to meet in a friendly spirit the inevitable problems that exist between the Orient and the United States.

Another thing that was very remarkable: We found that we had so many friends, so many contacts, so many people that were familiar to us that, as we went in and out of hotels, around in any group, people would step up and speak to us. We were almost as much at home in Tokyo as we are here in San Francisco.

We were amazed at the reconstruction of Tokyo and at what they had accomplished in a modern way.

Then afterward we went to Kobe. Part of our people went overland. Some went to Pekin, or

[continued on page 24]



*At the dock in Sydney Harbor, showing the new \$10,000,000 bridge in the background.*

# Our Industrial

**C**ONTRADICTIONARY as this statement may appear to be, San Francisco's greatest industrial development during 1929 was not in industry itself, nor was it in either new industries secured or established plants which expanded. Despite the fact that the two outstanding steel corporations of the nation and the giant of the aircraft industry chose San Francisco as their western base of operations, our greatest industrial development was an awakening on the part of local citizens to the need for industry.

Historians would probably refer to 1929 as the beginning of San Francisco's "industrial renaissance." Possibly in no other period of the city's entire life has there been so much said, written and thought of regarding the problem of building the city industrially. The daily newspapers, according to a careful check made by the Chamber of Commerce, have given three times as much editorial space to industrial news during the past year as they did during 1928. A great deal of the credit is due them for creating an industrial mindedness which should be of a material help in carrying forward the industrial development program which must be carried out during the coming years, if San Francisco is to take its rightful place in the industrial life of the nation.

During 1928 the San Francisco Chamber of Commerce Industrial Committee came to the conclusion that one of their greatest problems was to create a greater interest in the minds of the public regarding this city's industrial possibilities. Strange as it may seem, our greatest problem was to sell industrial San Francisco to itself, rather than to outsiders. Too many San Franciscans are over-impressed with the industrial development of other Pacific Coast cities, instead of seeing the tremendous possibilities for industry here. Another example of believing that the grass on the other side of the fence is greener, before we have attempted to see how green the grass might be-

come on our own soil if given proper cultivation.

Our committee concluded that it was confronted with three separate tasks, i.e. selling San Francisco to itself, developing established industry and continuing our work in the solicitation of new industries. To adequately handle these duties, investigation and research studies were necessary to develop additional information regarding our city; and means must be developed to formulate a plan for serving established industry to a greater degree and the public as well as industrial prospects over the nation had to be informed regarding our manufacturing possibilities.

It was determined that new committees were necessary, old committees must assume new and greater responsibilities and additional members must be added to the staff employees of the Industrial Department. Accordingly a Domestic Trade Committee was appointed to increase the sale of San Francisco products and put in charge of a Domestic Trade Bureau of the Industrial Department. Three new staff employees were added to carry forward the work of this committee. To give local people as well as the nation at large a greater knowledge of industrial San Francisco, an Industrial Publicity Committee was appointed. Two new staff members were added to assist in this work. The balance of the committee and the staff were then in a position to carry on the necessary industrial development work since they were re-



# A

# ctivities in 1929

By L. O. Head

*Chairman of the Industrial Committee and  
Vice President San Francisco Chamber of Commerce*

lieved of these two important functions. Following this brief preface, let us now consider some of the outstanding accomplishments which have either been completed or undertaken during the past year.

#### CREATING INDUSTRIAL MINDEDNESS

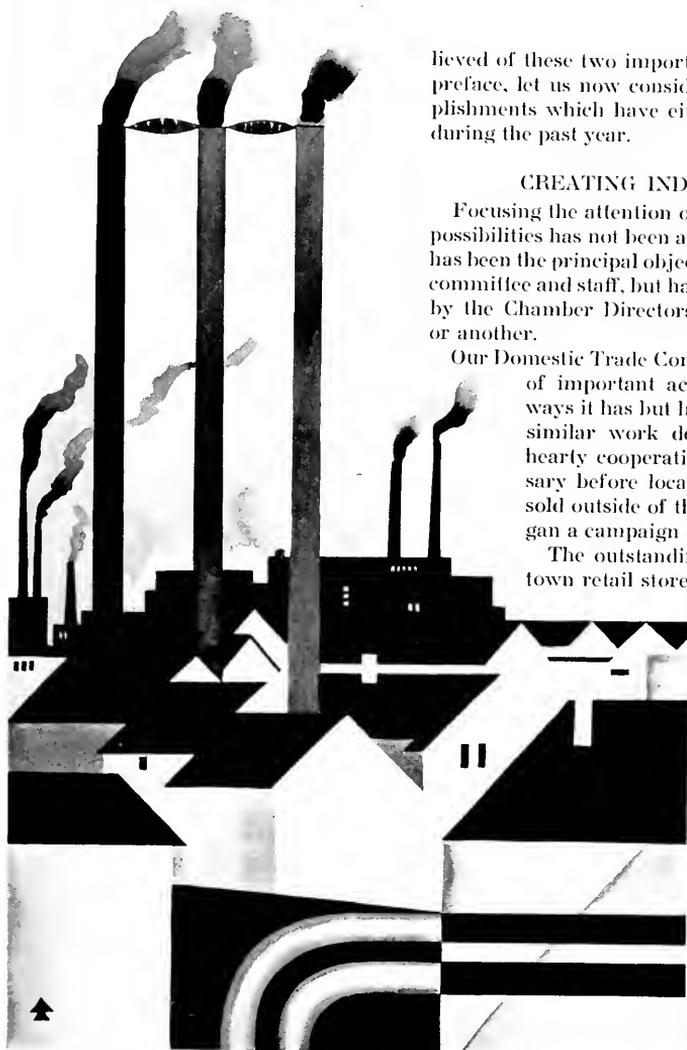
Focusing the attention of the city on its industries and their possibilities has not been a one man job, but on the other hand has been the principal objective not only of the entire industrial committee and staff, but has also been given generous attention by the Chamber Directors and most of its staff in one way or another.

Our Domestic Trade Committee has already made a number of important accomplishments, although in many ways it has but begun its work when compared with similar work done elsewhere. Realizing that the hearty cooperation of the home market was necessary before local manufactured products might be sold outside of the home market, this committee began a campaign of retailer education early last year.

The outstanding executives of the leading downtown retail stores were invited to a luncheon of the industrial committee at which the facts of the city's industrial condition were frankly submitted. The facts, as prepared by our industrial engineer, were so forcefully presented through a number of talks that the retailers realized that they were confronted not only with general economic problem of increasing payroll and holding those already here but that if some definite move was not made, the income of their establishments would be affected.

Realizing the seriousness of the situation, most of the leading downtown stores have invited the Industrial Department Man-

[continued on page 22]





# Agricultural Marketing Act

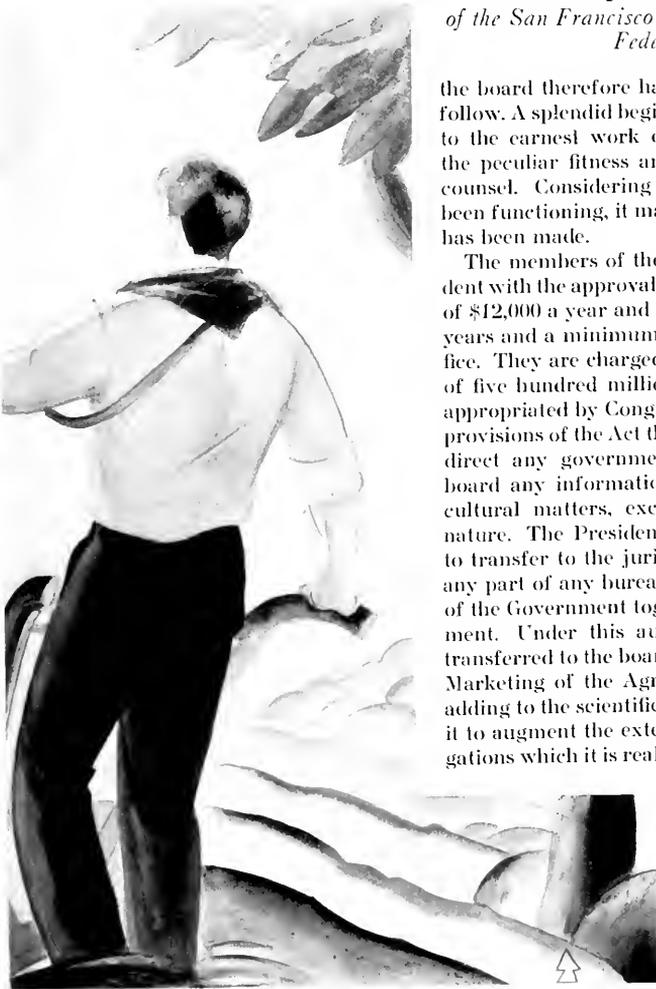
By A. C. Agnew

*of the San Francisco Bar, formerly Associate Counsel  
Federal Farm Board*

the board therefore has had practically no precedents to follow. A splendid beginning has been made, however, due to the earnest work of the members of the board and the peculiar fitness and ability of Mr. Farrand, general counsel. Considering the length of time the board has been functioning, it may be said that remarkable progress has been made.

The members of the board are appointed by the President with the approval of the Senate. They receive a salary of \$12,000 a year and serve for a maximum period of six years and a minimum period of one year, rotating in office. They are charged with the administration of a fund of five hundred million dollars, part of which has been appropriated by Congress and made available. Under the provisions of the Act the President may by executive order direct any governmental establishment to furnish the board any information it may have pertaining to agricultural matters, except information of a confidential nature. The President is authorized by executive order to transfer to the jurisdiction of the board the whole or any part of any bureau or office in any executive branch of the Government together with its personnel and equipment. Under this authority the President has already transferred to the board the entire division of Cooperative Marketing of the Agricultural Department, thus greatly adding to the scientific facilities of the board and enabling it to augment the extensive scientific and market investigations which it is realized must be the predicate of intelligent action on the part of the board.

The policy of Congress in enacting the statute in question is set forth in the first section, wherein it is stated that such policy is to promote the effective merchandising of agricultural



commodities in interstate and foreign commerce so that agriculture will be placed on a basis of economic equality with other industries, and to protect, control and stabilize the current of interstate and foreign commerce in the marketing of agricultural commodities and the food products thereof by minimizing speculation, preventing wasteful methods of distribution, encouraging the organization of producers into effective marketing agencies, promoting the establishment of cooperative associations and aiding in preventing surpluses and controlling them through orderly production and distribution. This policy pervades the entire Act, the board being enjoined to execute the broad powers granted to it only in such manner as will in its judgment aid to the fullest practicable extent in the carrying out of such policy.

I feel safe in saying that no administrative body has ever been granted by law the broad discretionary authority that is vested in the Federal Farm Board under the provisions of the Agricultural Marketing Act. Loans made are to be granted upon the terms specified in the Act and upon such other terms not inconsistent therewith, and upon such security as the board deems necessary. This rather loose restriction together with the statement of general policy in Section 1 of the Act constitute practically the only inhibitions placed upon the board within the terms of the Act.

No individual and not every organization can obtain advances from the Federal Farm Board. "Cooperative Associations" qualified under the Act of Congress approved February 18, 1922, are, however, qualified to borrow. Such associations are those, cooperative or otherwise, with or without capital stock, formed by persons engaged in producing agricultural products, as farmers, planters, ranchmen, dairymen, nut or fruit growers, for

the purpose of collectively processing, preparing for market, handling and marketing in interstate and foreign commerce such products. A cooperative association in order to qualify as a borrower must be operated for the mutual benefit of its members, must not deal in the products of non-members to an amount greater in value than such as are handled for members, and must either

grant only one vote to each member regardless of stock or membership interest, or restrict its dividends to 8% per annum. No other associations are "cooperative associations" within the meaning of the Act. Even in the definition of a qualified borrower, however, some discretion is vested in the board, for the Act provides that whenever in the judgment of the board the producers of an agricultural commodity are not organized into cooperative associations as defined in the Act so extensively as to render such associations representative of the commodity, the assistance available under the Act to cooperative associations shall also be available to other associations provided they are producer-owned and producer-controlled and organized for and actually engaged in marketing agricultural commodities.

In order to be producer-owned and controlled, such other association must be owned and controlled by Capper-Volstead associations or individuals engaged as original producers of the commodity.

Among the loans which may be made by the board may be mentioned three principal groups—First, commodity loans made against the security of agricultural products in warehouse or in transit; second, facility loans made to assist in the purchase or lease of physical facilities such as warehouses, pre-cooling plants, etc.; and third, loans for price insurance. Authority is also granted to the board to make advances to stabilization



A. C. AGNEW

BOYE PHOTO

# G

# reat Britain

## *a California customer*

by Cyril H. Cane  
British Consul, San Francisco

**C**ALIFORNIA is chiefly known in Great Britain for its fruit and climate. It is possible to buy California oranges, dried fruit and canned goods everywhere, even in the most remote villages of the British Isles.

In 1928 the United Kingdom purchased some 61,000 tons of canned, 58,000 tons of dried and 9000 tons of fresh fruit, not to mention some 17,000 tons of vegetables and other foodstuffs. Grain to the extent of 200,000 tons was also exported through San Francisco to the British Isles. About 97% of this is barley which I understand is used in the manufacture of beer. We are also great consumers of oil and oil products, some 185,000 tons finding their way into the British market. In 1928 we were your second best customers taking about 560,000 tons of your products as against 581,000 tons taken by Japan.

Your goods are excellent and the care which is expended in grading and packing and the tasteful way in which they are presented to the public have won for them a well deserved popularity in all parts of the British Isles.

We do not produce the commodities we purchase from you to any great extent, but we do produce other articles which are equally necessary and useful. We pride ourselves on being a nation



*The British Government, realizing the growing importance of the Pacific Coast, have created the additional post of Consul at San Francisco. His duties are purely commercial and he travels up and down the coast from the Canadian to the Mexican border, assisting his colleagues at Los Angeles, Portland and Seattle. Only three British Consulate-Generals in the world have a Consul as well as Consul-General, namely New York, Shanghai and San Francisco. Mr. Cane has been Vice-Consul in San Francisco for the past seven years.*

of craftsmen, rather than of mass producers and our woolen goods, toys, leather and sporting goods, etc., are unique and have a reputation for quality which is second to none.

In order to bring our wares to the notice of the general public throughout the world, an annual trade fair is held, known as the British Industries Fair. It consists of two sections, one situated in London for what may be termed the light industries and the other in Birmingham for the heavy industries, both of which are open simultaneously. This year the fair will commence on February 17 and continue until the last day of the month.

This fair is essentially a Trade Fair at which manufacturers only are allowed to exhibit and the public are admitted only after business hours. After some fifteen years of existence it is so firmly

# What the new



**A** FEW years ago an experiment was carried on at Yale University in which a frog was placed in a vessel of cold water and the water heated at the rate of one one-hundredth of a degree per second. The frog never moved, but in three hours he was found to be dead—boiled to death without knowing it. There are a good many business frogs in this country who are being boiled to death by the imperceptible changes that are taking place in their businesses, particularly in their marketing.

A short time ago a writer in one of our prominent business journals stated that there had been more economic progress in

the last two decades than in the entire century which preceded. William Stout, formerly of the Ford Airplane Company, recently stated at a luncheon meeting which I attended, that we are witnessing more changes in a single year than our fathers witnessed in an entire lifetime. The committee of business men appointed by the President to make a survey of recent economic changes, summed up its investigations covering two years, and published in two large volumes by stating, "Acceleration rather than structural change is the key to an understanding of all recent economic developments."

We are in an age when business is moving rapidly. If we are not to be boiled to death we have got to keep up with these changes. If Mr. Stout's contention is even approximately true it means that the business man today must think much faster and make decisions much more rapidly than the business man of a few decades ago. If this thinking is to be sound, we must have many more facts upon which to base it. Here then is the key to the growing demand from business for an ever-increasing stream of facts to be collected either by business itself or by governmental agencies.

The fact-finding activities of the Federal Government have many ramifications but none of these are so fundamental as those of our periodical census. We are now on the eve of our great national decennial stock taking. On the completeness and trustworthiness of the figures which are gathered within the next few months, will depend much of the soundness of our thinking and our progress for the next ten years.

The Constitution provides for a census of the population every ten years as a basis for the re-apportionment of our representatives to Congress. The first such census was taken in 1790 and that and several of the succeeding censuses were largely limited to an enumeration of the population with little additional information. Gradually, however, new questions were added to the schedule to give some idea of the economic well-being of different elements in the population. However, it was not until 1850 that any comprehensive attempt was made to take a census of our manufacturing and agricultural industries. Since that time, however, these have



# ensus of Distribution means to business

by Frank M. Surface

*Assistant Director, Bureau Foreign & Domestic Commerce*



been regularly included in each decennial stock taking and in 1900 this census has been taken every two years. In 1925 we had our first inter-census enumeration of agriculture which has now become a regular feature of our census undertaking. These together with censuses of electrical industries, of mines and quarries and similar undertakings have given us a very complete periodic picture of the productive activities of this country. These have undoubtedly had much to do with the unparalleled development and increased efficiency of the productive phases of American Business.

Today, however, the most important problems which are facing business men are not those of production but rather those of distribution and marketing. It is no longer a question of how to produce more commodities but rather how can the commodities that are already being produced be distributed.

In the opinion of many students of business, one of the reasons why we have not made greater progress in the field of distribution has been the lack of adequate statistical information about that process. Although we know a great deal about the quantity of various commodities produced we lose sight, statistically, of practically every commodity after it has passed the factory door. We do not even know the total volume of retail trade in this country and we cannot guess at it within ten billions of dollars. Many people have contended that a census of distribution by showing us something about the quantities of various commodities market, the channels through which they reach the consumer and other related facts would form the basis for a

[continued on page 33]

# OUR Campaign for SUNNYVALE

By C. B. Dodds

*Washington Representative  
San Francisco Chamber of Commerce*

**F**OR nearly ten years the United States Navy has been considering the establishment of a west coast base for lighter-than-air ships. There have been periods in that time when it looked as if the Navy was about to move and then some serious accident would befall a dirigible in flight, and immediately all plans would be dropped.

The wreck of the Shenandoah in Ohio almost threatened further dirigible construction by the Federal Government with certain well-meaning but weak-minded members of the House and Senate stating that the Navy should no longer "fool with flying balloons." They assured their hearers that Count Zeppelin's wonderful ideas would never be realized for great Leviathans of the sky traversing the air lanes of the world.

At about the same time a great British dirigible buckled in the middle while in flight, and was dashed to destruction so that for a while advocates of lighter-than-air flying were hushed.

Then came the trans-Atlantic flights of Dr. Eckener and the round-the-world flight of the Graf Zeppelin, which again reestablished the dirigible as a near possibility.

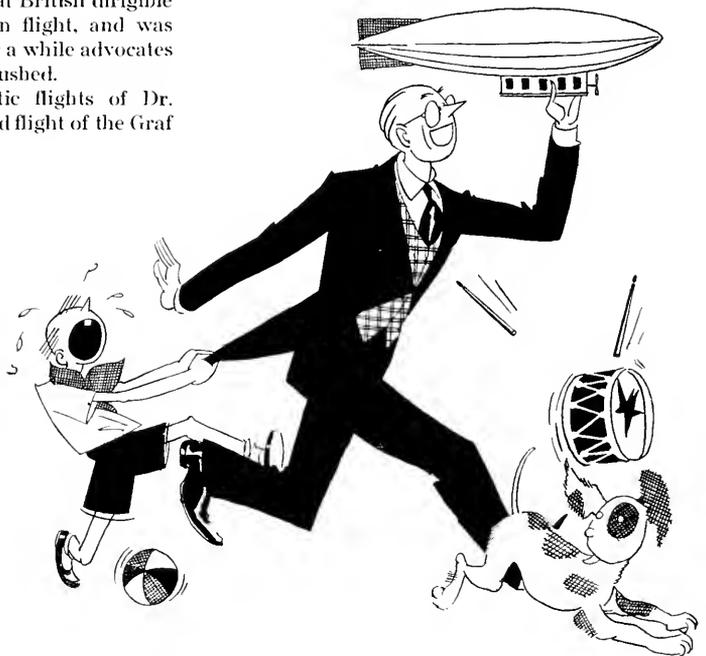
During the time the United States has been planning a dirigible fleet of its own, it has known full well that it would need a base on the west coast, for that is where the Fleet is. For one thing, the Lakehurst base is unsuited in many ways. And for another reason, the Navy wanted dirigible protection on the west coast as well as the east.

It was about 1920 when a west coast dirigible base, for some time in the future, became more or less of a certainty. Quietly and without much physical effort, naval

authorities began considering tentatively where the base might be placed. Without more than casual research, they decided in their own minds, on some location near San Diego.

From that day to the time the Special Dirigible Board appointed by Secretary Adams made a thorough investigation of all west coast possibilities last summer, the Navy has thought all along that some day it would have a dirigible base in the San Diego region.

Under the new order of things, which calls for free gifts of land for all new government projects (although the "richest Government in the world," is amply able to pay for anything it needs), the news that San Diego was being seriously considered was allowed to leak out. The Washington



correspondent for the San Diego Union wrote several stories for his paper on the possibilities. The San Diego Chamber of Commerce executives hastened to Washington, conferred with their representative, Phil D. Swing, of El Centro, and were ushered into the presence of Navy administrators.

They were told it would be a nice thing if San Diego would offer a tract of land for a dirigible base to the Federal Government. There was much whispering and conferring and the San Diegans went home convinced that the dirigible base was as good as in the bag, making another large contribution to the naval population in that area.

Little publicity was given to their efforts thereafter, because other coast cities must not be advised of what was transpiring or competition might be aroused. But many meetings were held and it was finally decided to float a city bond issue for the purpose of buying a site. These negotiations and plans took years to develop.

Correspondence with the Navy was voluminous and Congressman Swing wore a pathway from the Capitol to the Navy Department conferring on details, getting additional information and giving assurance that San Diego was going through with its part of the bargain. Still no signs of weakening that the Navy might change its plans, for after so much time had elapsed the Navy had begun to think as a matter of course that San Diego would be the western terminus for its flying gas bags.

Then came the act of Congress in that last session directing the Secretary of the Navy to appoint a commission to investigate a site for another dirigible base. The law did not specify where the commission should carry on its investigation and it could have looked into sites in Georgia, or Texas or Minnesota, just as well as any place else. It did, however, require the Secretary to submit a report from this board to the Congress which convened in regular session last month.

When the act received the President's approval and became law, Secretary Adams referred the matter to his General Board. This board was established by law to advise the Secretary on matters of strategy.

It is composed mostly of rear admirals who have served in various capacities in the Navy. The House Naval Affairs Committee has often received its recommendations with disdain. It does not have to state to anyone, except the Secretary of the Navy, the whys and the wherefores of its recommendations and this may be the reason for the often-heard remark that the General Board is still thinking of the Navy in terms of gunboats and battleships.

Certain it is, that it has come around to the possibilities of aeronautics, after much urging from inside and outside of the Department. Generally the board is highly regarded as composed of officers who have served long in the service and who are giving conscientious effort to their duties.

The General Board recommended to the Secretary that the Special Dirigible Board's investigation be limited to the Los Angeles-San Diego area of the west coast and almost immediately appropriate orders were given to that effect by the Secretary. This brought down upon Secretary Adams, who was then new to his responsibilities, and had scarcely warmed his office chair, a storm of protest all along the west coast from Puget Sound to the Tehachapi Mountains. By letter, telegraph and personal contact other Pacific Coast cities let it be known that they had dirigible sites to offer and that they wanted them looked at. As one San Francisco representative put it:

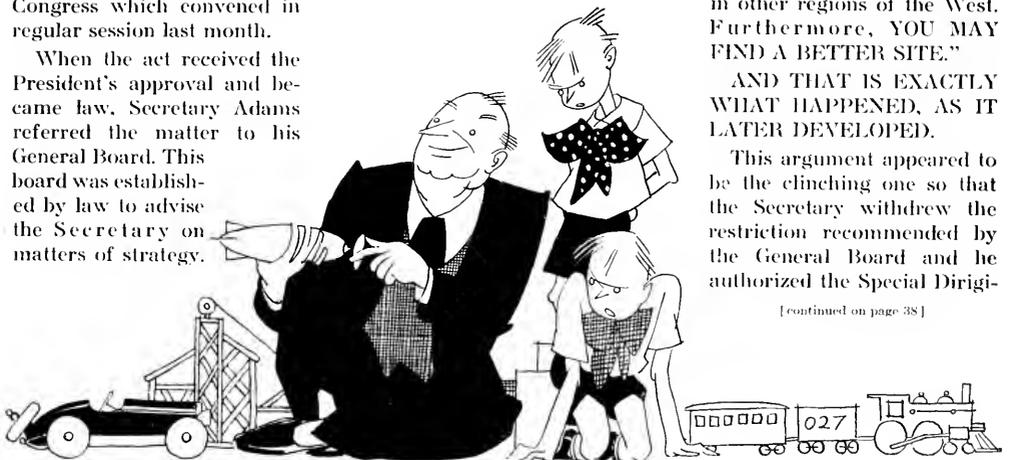
"We and the others of the west coast with sites to offer are entitled to have our wares examined by your Special Board. If, after they have investigated the sites we have to offer, they find them unsuitable, then we will have no complaint to make. But it is unfair for a group of men in Washington to restrict the board to the southern corner of the coast, because no real investigation has ever been

made of dirigible possibilities in other regions of the West. Furthermore, YOU MAY FIND A BETTER SITE."

AND THAT IS EXACTLY WHAT HAPPENED, AS IT LATER DEVELOPED.

This argument appeared to be the clinching one so that the Secretary withdrew the restriction recommended by the General Board and he authorized the Special Dirigi-

[continued on page 38]



ALIBION 01000

# *The* HOTEL



## Pays the Freight

One Church Solves the Problem  
of Rising Real Estate Values

*By* Edith Bristol

**S**PREADING distances of the modern city, rising costs of real estate, and the ever-increasing tangles of traffic have combined to complicate the problem of the church of today in maintaining a suitable downtown home with the possibilities of its finances.

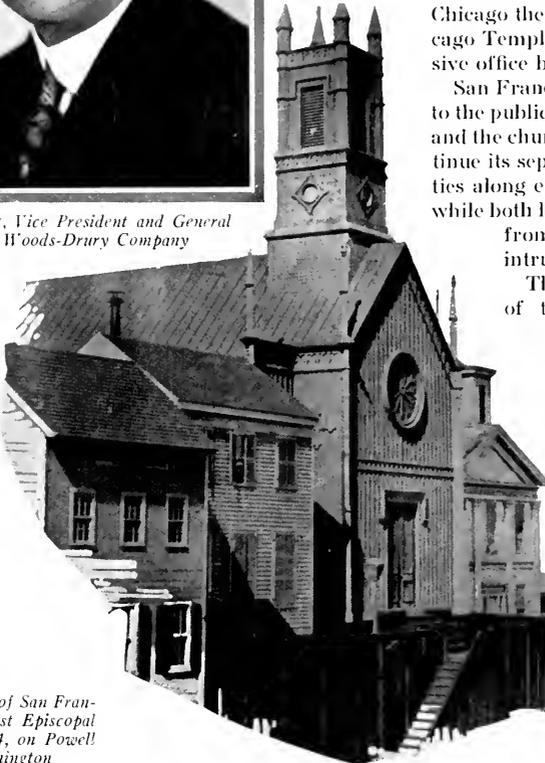
How one church solved the problem, overcoming the prohibitive costs of a central location, is well illustrated by the completion of the imposing new church-hotel structure of the William Taylor

Hotel, lifting its twenty-eight stories high against the San Francisco skyline, and housing the congregation of the Temple Methodist Episcopal Church.

The economic situation of the present day makes it a financial impossibility for the average church congregation to maintain a costly downtown lot, improved with buildings which must, of necessity, run up into the millions of dollars, and to make use of such a property only for church purposes.



ERNEST DRURY, Vice President and General Manager, Woods-Drury Company



The first home of San Francisco's Methodist Episcopal Church in 1854, on Powell near Washington

JAMES WOODS, President of the Woods-Drury Company, operators of the Hotel Whitcomb and William Taylor Hotel

demands efficient economic administration. The church must combine with another element.

Temple Methodist Episcopal Church meets the situation through the agency of a large up-to-date and enterprising hotel, the William Taylor, operated by the Woods-Drury Company, the tallest hotel building in the entire West, erected at a cost of \$2,500,000.

In Chicago and New York the same situation has been met in something the same way by the Methodist Church. In New York City the building shared jointly by the church and other interests is the Broadway Temple House, occupied by the church and high class apartments. In Chicago the arrangement consists of the Chicago Temple, housing the church and exclusive office buildings.

San Francisco's new William Taylor, open to the public January 15, shows how the hotel and the church under one roof may each continue its separate entity, its individual activities along entirely distinctive channels—and while both benefit from the arrangement and from the choice location neither one intrudes its interests upon the other.

The launching and the completion of the enterprise required careful



Recollection may cling fondly to the days of the little neighborhood church building, its white walls showing through a grove of sheltering trees, with a hitching rack in front and groups of chatting neighbors between services.

The picture belongs to the past.

Modern city life demands for its larger church congregations a central, downtown location. And the erection and upkeep of such a church structure

planning, efficient administration and great foresight. Here is how it was done:

The Leavenworth-McAllister Realty Corporation, a holding company for the Methodist Church in San Francisco, representing the Central and the Howard Street Methodist churches, and the California Street and Wesley churches, bought a choice lot at the corner of Leavenworth and McAllister streets, overlooking the beautiful park

[continued on page 27]

# Our Industrial Activities in 1929

(continued from page 11)

ager and the Domestic Trade Commissioner to appear before their buyers meetings and represent the outstanding facts presented at the meeting with the retail store executives. As the result of this work, together with similar work carried on by the Downtown Association in cooperation with our program, a friendly spirit of helpfulness between retailer and manufacturer has been created and made possible certain work which will be considered later in this article.

Through the cooperation of the press, both through news columns and editorially, the industrial publicity committee has extended this spirit throughout the city.

For a number of years many of the city's important industrial problems had not been properly dramatized so as to make them of sufficient news value to be forcefully brought through the press to the attention of the San Francisco public. Consequently a large percentage of the population have not been informed regarding any industrial matters, with the result that they were apathetic or pessimistic regarding our industrial future. Our Industrial Publicity Committee was assigned the work of making news of various industrial events during the year and in this way getting the story of San

Francisco's industrial importance to the reading public.

Capitalizing upon San Francisco Products Week, sponsored by the Junior Chamber of Commerce last year and co-operated in by the Chamber of Commerce, the committee, through both the press and the radio was able to tell the public that San Francisco led the West in such industries as paper and printing, and coffee roasting and spices. The local furniture industry and the fact that this is the principal wholesale furniture market of the eleven western states was brought to the public's attention during Furniture Market Week, held by the San Francisco Furniture Exchange. Our position as a style center was presented in conjunction with the Manufacturers' and Wholesalers' Double Market Week to which retail dealers of dry goods, and men's and women's clothing came to make their fall purchases. The fact that the largest packing house industry in the West is located here was brought out in conjunction with the California Livestock and Baby Beef Show. In a similar manner such industrial assets as industrial natural gas, low-priced industrial land, low living costs and good labor conditions and a myriad of other industrial facts have been presented. These are

but a few illustrations of the manner in which this committee has, and with the cooperation of the newspapers, will continue to sell San Francisco to San Franciscans. The job is but started but we soon hope to reach our ultimate goal, namely, to make every local resident and those in business here, an active informed industrial enthusiast for San Francisco.

## INDUSTRIAL DEVELOPMENT

The mental attitude towards industrial development is interesting, but now let us consider what has actually happened in industrial growth. Other than the fact that 91 new industries located here during 1929 and 75 established concerns made expansions to plants and equipment, four developments of major importance have occurred. The iron and steel industry of the nation has made our city its western headquarters; the coming of natural gas; the leading aviation interests have selected San Francisco for their principal Pacific Coast development; the fact that our city, county and state officials are actively assisting the Chamber in changing physical conditions so as to make them more attractive to new industries.

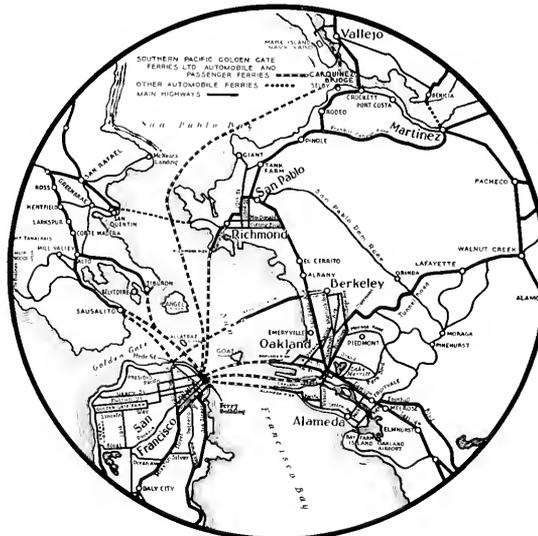
Encouraging was the statement of President D. E. McLaughlin of the Pa-

[continued on page 30]

## 9 ROUTES FROM SAN FRANCISCO

Fast Boats... Frequent Service

1. HYDE STREET FERRY BUILDING TO SAUSALITO
2. NORTH END FERRY BUILDING TO SAUSALITO
3. NORTH END FERRY BUILDING TO TIBURON
4. HYDE STREET FERRY BUILDING TO BERKELEY
5. NORTH END FERRY BUILDING TO VALLEJO



6. NORTH END FERRY BUILDING TO RICHMOND
7. SOUTH END FERRY BUILDING TO OAKLAND PIER
8. SOUTH END FERRY BUILDING TO OAKLAND BROADWAY
9. SOUTH END FERRY BUILDING TO ALAMEDA

**SOUTHERN PACIFIC GOLDEN GATE FERRIES, LTD.**

## The Farm Board and the Marketing Act

[continued from page 14]

corporations, upon the application of the advisory committee for a commodity, and stabilization loans may be made to provide working capital or to enable a stabilization corporation to control and limit surpluses of the products involved.

Up to the present time the majority of the loans granted by the board have been commodity loans secured by a lien upon the product involved. In some instances the board has carried the entire loan, while in others loans supplemental to primary advances made by the Federal Intermediate Credit Banks have been granted. In the latter case the advances made by the Federal Farm Board are junior to those made by the Intermediate Credit Banks.

It is my opinion that the board is approaching the problem of facility loans and stabilization loans with great caution, and rightfully so, because advances of the character mentioned involve many nice problems not involved in straight commodity loans. Appropriate restrictions are placed upon the amount which the board can advance for the purchase or lease of physical facilities, these restrictions being contained in Section 7 of the Act. No loan for such purpose can be made unless the board finds that suitable existing facilities are not available for purchase or lease at a reasonable price or rent. No such loan can be made in excess of 80% of the value of the facilities sought to be constructed or purchased. The Act also contains other restrictions on facility loans unnecessary to mention.

Loans for price insurance are also within the powers of the board. It is my personal opinion that the authority thus granted constitutes authority to issue price insurance policies only after a careful study of the price history of the commodity involved and then only upon an actuarial basis and not upon a mere estimate as to the future price at which the commodity will sell. That such is the case is indicated by the provisions of the Act to the effect that such price insurance agreements shall be made only if, in the judgment of the board, the commodity is regularly bought and sold in sufficient volume to establish a recognized basic price and only if there is available with respect to the commodity such market information as will afford an accurate record of prevailing prices covering a period of years of sufficient length to serve as a basis for calculating risk and premium rates.

The problems confronting the Federal Farm Board in relation to stabilization corporations are the most complicated with which the board will have to deal. Time and space prevent a review of these problems, but suffice it to say that in my opinion while the board realizes the importance of the power thus granted and the good which can be accomplished through the judicious exercise of that

[continued on page 35]



## “Why did I put my Life Insurance in Trust?”

“I’ll tell you why. Perhaps my wife could handle successfully the thousands of dollars that will be dumped into her lap when I die—perhaps she wouldn’t fall for the schemes that I have heard other intelligent people fall for. Perhaps she would be able to make the insurance money yield her a safe income as long as she needs it—

“*BUT*—I’m not going to take the chance. Heaven knows I wouldn’t attempt to invest forty or fifty thousand myself, without competent help and advice—and I’m supposed to be a good business man. Neither would my wife, of course. She’d seek advice—but probably get the wrong kind. There are plenty who are anxious to give it.

“So my wife and I have turned the whole matter over to the bank to handle after I am gone. She and the children will have the bank to turn to; the bank will have my money and my written instructions to carry on with. No bother, no details, no risk.”

⌈ We shall be glad to send you our booklet, “Carrying On the Family Income,” which explains the Life Insurance Trust in full. ⌋

TRUST DEPARTMENT

# Wells Fargo Bank and Union Trust Co.

SAN FRANCISCO

Market at Montgomery

Market at Grant Ave.

# Commercial Leadership *in the Pacific*

[continued from page 9]

Peiping, as it is now called. At Kobe we were given a great reception on the part of chambers of commerce and officials.

We had a message to deliver, a brief one, and it is as follows:

"We men of American Commerce bring with us a spirit of International friendliness. We are eager to learn more about our Pacific neighbors and earnestly seek personal association with men of good will. We come in the spirit of Tennyson, who

'Dipt into the future, as far as human eye could see,

Saw the Vision of the world, and all the wonders that would be;

\* \* \*

'Till the war-drum throbb'd no longer, and the battle-flags were furld

In the Parliament of man, the Federation of the world.

'There the common sense of most shall hold a fretful realm in awe, And the kindly earth shall slumber, lapt in universal law.'

That is an ideal message genuinely expressed, if you please, by men of com-

merce. It is a spirit of modern and Pacific commerce, in particular, and it was in that spirit that we carried it. In all parts of Japan it received a most eager response.

We stopped at Osaka, a city larger than San Francisco—as large, I think, as Tokyo, one of the largest cities of the world. A few of us went up there and made a call. We later entertained them on board and they sent down all of their entertainment, gave us a splendid and cordial welcome and provided us all the things that we would allow them to provide. We had been obliged to turn down, of course, many offers of entertainment.

Then we went over to China. I will give you three split views of China, because they were different views. If we had seen any one of these places, and not the others, we would have had a partial view, as we touched the realm of the outer rim of an enormous nation.

We started in at Peiping—the previous capital "Pekin" I will call it—and then we went to Chinwangtao. And then we went down to Shanghai and on down to Hongkong. We spent practically three days in each place.

We got up to the capital, the previous capital, and found it, of course, sadly depressed because the capital had moved away, business had largely gone away, and there was an enormous city, with many remarkable places to be seen, the temple of Heaven, the Dowager's summer palace, and all of the marvelous things that you could see there.

But what we were anxious to do, however, much as we desired to meet Americans, Europeans, and the English, was to come in contact with the Chinese themselves. Mr. Jo, one of the prominent bankers of Peking, took us in charge. We were entertained at what had been previously the Foreign Office. All of our people were invited to a reception in the afternoon. One of the things we wanted more than anything else, for personal pleasure, was to hear Mei Lon Fong, the great Chinese actor. He is one of the great actors of the world. Ten years ago, when Mr. Alexander and I were over in Japan, we heard him. He is an artist of extreme ability. Mei Lon Fong was playing in Tientsin. Mr. Jo had him cancel his evening performance in Tientsin and come to Peiping to give us a matinee, a private performance, at which practically nobody else was present except the 325 people that we had on board. It was a very rare privilege.

Mei Lon Fong invited us to tea at his home.

We were invited into the homes of the Chinese there in Peiping. It was a very remarkable experience and a very happy one.

When we got down to Shanghai we found entirely a different situation. There

## First Class Round the World —as low as \$1110 —via the Sunshine Belt to the Orient

On one of the famous President Liners, you enjoy all the freedom, all the luxury of a cruise on a private yacht.

Stop over where you please within the two year limit of your ticket . . . visit Japan, China, the East Indies at your leisure, glimpse the fascinating, far-off corners of the world, and then—continue your travels on another President Liner as you would on another train.

And this acme of travel experience—with comfort, accommodations, service second to none—is yours for as little as \$1110! Spacious cabins with real beds, delicious meals; an unforgettable trip around the world . . .

### INFORMATION — SAILINGS

You may start from New York, Boston, Los Angeles or San Francisco. Every week a palatial President Liner sails from Los Angeles and San Francisco—via the Sunshine Belt—for Honolulu, Japan, China, Manila and thence fortnightly to Malaya—Java nearby—Ceylon, (India overnight by Pullman), Egypt, Italy, France, New York.

Every two weeks a President Liner sails from Boston and New York for Havana, Panama, California, thence Round the World.

All staterooms are amidships, outside, with real beds. De luxe Liners, luxurious public apartments, outdoor swimming pool, world-famed cuisine. First Class, Round the World, as low as \$1110—\$1250; with private bath \$1370.

## DOLLAR STEAMSHIP LINES

ROBERT DOLLAR BLDG., SAN FRANCISCO. PHONE DAVENPORT 6000  
406 THIRTEENTH ST., OAKLAND. PHONE OAKLAND 2060

[continued on page 28]

*The*  
**BANK of CALIFORNIA**  
 NATIONAL ASSOCIATION  
 (A NATIONAL BANK)  
 Founded 1864

*Statement of Condition*

Including Its Branches in  
 SAN FRANCISCO PORTLAND SEATTLE  
 TACOMA

*At close of business December 31, 1929*

▼  
*Assets*

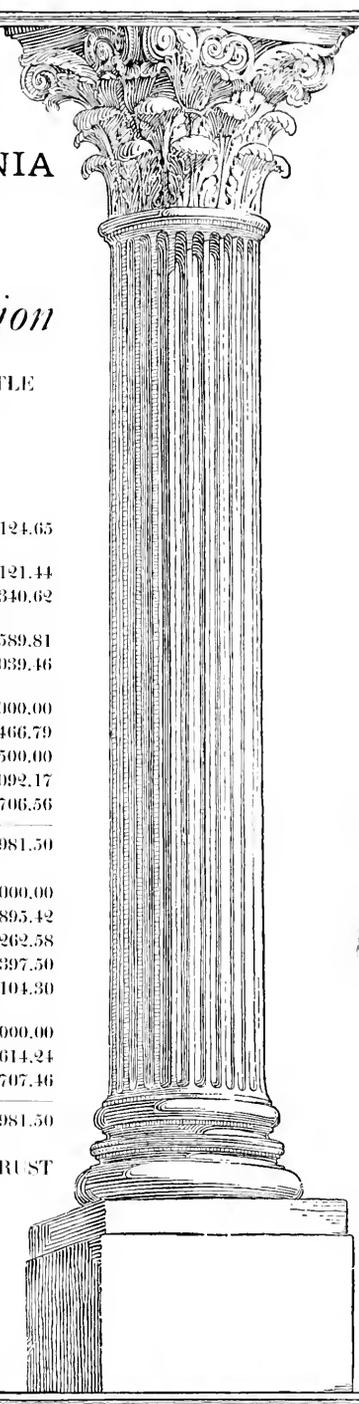
Loans and Discounts.....	\$76,306,124.65
Bank Premises (San Francisco and Branches).....	3,345,121.44
Other Real Estate.....	278,340.62
Customers' Liability under Letters of Credit and Acceptances.....	9,720,589.81
Sundry Bonds and Stocks.....	4,708,039.46
United States Bonds to secure Circu- lation.....	2,150,000.00
Other United States Securities.....	3,023,466.79
Redemption Fund with U. S. Treasurer	107,500.00
Cash and Exchange.....	22,903,092.17
Other Assets.....	16,706.56
	\$122,558,981.50

*Liabilities*

Capital.....	\$8,500,000.00
Surplus and Undivided Profits.....	9,296,895.42
Reserve for Taxes and Interest.....	202,262.58
Circulation.....	2,029,397.50
Letters of Credit and Acceptances.....	10,010,104.30
Bills Payable and Rediscunts with Federal Reserve Bank.....	2,500,000.00
Other Liabilities.....	160,614.24
Deposits.....	89,859,707.46
	\$122,558,981.50

COMMERCIAL - FOREIGN - SAVINGS - TRUST  
 SAFE DEPOSIT DEPARTMENT

*Capital, Surplus and Undivided Profits Exceed*  
 \$17,000,000



# Industrial Development in San Francisco

[[ Report by the Industrial Department of the Chamber of Commerce ]]

## NEW INDUSTRIES

**THE CALIFORNIA EGG PRESERVER COMPANY, Ltd.**, has selected San Francisco as manufacturing and distributing headquarters for the "Fleming Egg Keep," a preserver of eggs. This new concern, under the direction of Mr. W. E. Clayton, president, is located at 25 Taylor Street, with factory at 240 Sanchez Street.

**LUSE-STEVENSON COMPANY**, manufacturers of corkboard and granulated cork, with factory headquarters in Spain, have recently located a branch office and warehouse in this city at 140 Spear Street. Mr. W. J. Paul is in charge of the local branch.

**THE C AND S SOAP COMPANY**, have recently established headquarters in this city for the manufacture of C & S soap. This firm occupies approximately four thousand square feet of floor space at the present time at 1430 Bush Street.

**THE AMERICAN ANILINE PRODUCTS, Inc.**, of New York, manufacturers of certified food colors and products for the dyer, have established a branch office and warehouse in this city at 417 Market Street under the management of Mr. R. T. Sherry.

**AVIATION PRESS**, publishers, have chosen San Francisco as headquarters for nation-wide distribution. This new concern is located at 580 Market Street, and occupies approximately two thousand square feet of floor space. Mr. Ben Ebersole is manager.

**THE CALROCK ASPHALT COMPANY**, 525 Market Street, with factory at Santa Cruz, California, have established headquarters in this city for the distribution of their products. Mr. J. W. Hayes is manager of the San Francisco office.

**MR. M. KAPLAN**, has established offices in the Apparel Center Building, 49 Fourth Street, for the manufacture of ladies' coats.

**KLEIN-KLEINER COMPANY, Inc.**, manufacturers of cotton piece goods, have selected San Francisco as headquarters and are located at 88 First Street. Mr. Paul Santana is in charge of Pacific Coast distribution.

**ELMER LAURENCE**, local manufacturer of ladies' fine millinery, has opened offices at 49 Fourth Street. Mr. Laurence distributes to the western states.

**THE McBEE BINDER COMPANY**, manufacturers of Athens, Ohio, have re-

cently established a branch office in this city at 340 Sansome Street, where stock is carried on hand for distribution in this territory. Mr. W. J. Morton manages the local office.

**McCLAREN RUBBER COMPANY**, manufacturers of tires, tubes, and auto accessories, with factory and headquarters at Charlotte, North Carolina, maintain a branch office in this city at 324 Townsend Street under the management of Mr. E. J. Brooks. Stock is carried on hand for distribution throughout northern California, Nevada, and southern Utah.

## TREDWAY SUCCEEDS INGRAM

Appointment of F. Q. Tredway to the position of general advertising agent of the Southern Pacific with headquarters in San Francisco, is announced by E. W. Clapp, general passenger traffic manager. He succeeds K. C. Ingram who resigned to become San Francisco manager of Lord and Thomas & Logan.

Tredway entered the employ of the railroad as associate editor of its news bureau. He was later appointed editor of the bureau, and then assistant manager of development and colonization.

# 1-2-3-4-5-6

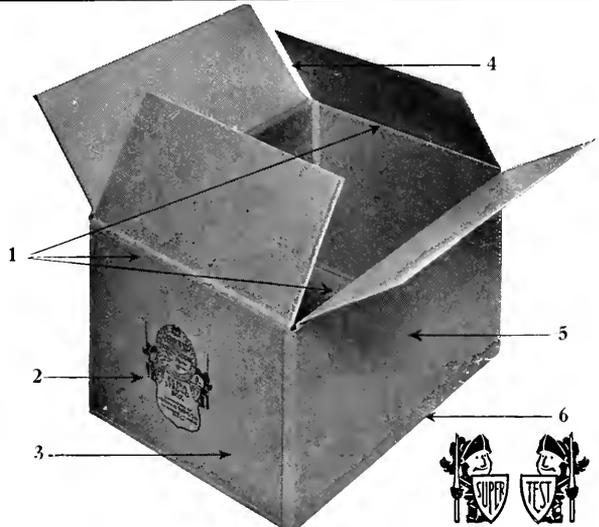
Plain Facts that  
Explain *Why*

## FIBREBOARD

Super-Test Shipping  
Cases Deliver Your  
Goods *Better*

### FACT No. 2

*Certificate Stamp.* The certificate stamp shows that the case meets transportation specifications. The name Fibreboard Products Inc. in the stamp is our guarantee that this case will deliver the merchandise better.



### Mill and Factories:

San Francisco	Stockton	Antioch	Vernon
Southgate	Los Angeles	Port Angeles	Sumner
Port Townsend	Philadelphia	Honolulu	Kahului

### Sales Offices:

SAN FRANCISCO, LOS ANGELES, PORTLAND,  
SEATTLE, CHICAGO, PHILADELPHIA,  
SALT LAKE CITY, OAKLAND

## FIBREBOARD PRODUCTS INC.

RUSS BUILDING, SAN FRANCISCO

# The HOTEL Pays the Freight

[continued from page 21]

of the Civic Center, and directly across the street from the site for the future Federal Offices Building.

For either church or hotel purposes the situation was ideal. Street car connections made access easy. Parking facilities were convenient. Only a block from Market Street and the same distance from the public buildings of the Civic Center, the situation offered everything that hotel and church needed. So far the requirements of the two occupants for the proposed building were identical.

A bond issue for the erection of the contemplated building was issued by S. W. Straus & Company in the amount of \$1,550,000.

Lewis P. Hobart, architect renowned for both hotel and church designs, was chosen for the planning of the building. The Del Monte Hotel at Del Monte, California, and Grace Episcopal Cathedral, San Francisco, are representative examples of Architect Hobart's ability in either secular or ecclesiastical lines of building. Cahill Brothers, contractors, were the builders of the structure.

The William Taylor, a Class-A, steel and concrete structure with recessed tower and wings, has a frontage of 137½ feet on Leavenworth Street and the same on McAllister Street. It is modern Gothic in style, brick faced and terra cotta trimmed and lifts its lofty pinnacle rising 320 feet toward the sky in graceful lines, overlooking its surrounding buildings and even rising high above the flagpole on San Francisco's famous City Hall.

While the exterior elevation and finish are masterly in treatment and awaken admiration as the dignified pile rears its outlines against the sky, it is in the interior planning and arrangement that the most consummate skill has been shown by the architect — always bearing in mind the dual nature of the building and the fact that two such different purposes must be served.

The church section must express dignity, reverence and inspiration.

The hotel must bespeak comfort, cordiality and good cheer.

Skillful technical designing, inspired by good judgment, worked out the bi-fold plan to give perfect freedom and individuality to each factor.

The William Taylor Hotel, with its 500 rooms—and everyone an outside room with the city spread before it in everchanging panorama — occupies the main portion of the structure.

Within one four-story wing, over which the hotel extends on steel girders, is the Cathedral Unit in which the Temple Methodist Church has its spacious auditorium, where 1800 worshippers may be comfortably seated. In this wing, too, are offices for the pastor and for the bishop and his aides. In this wing, likewise, is the smaller chapel, used for church purposes when the large audi-

[continued on page 34]



## Have you ever gone East through the beautiful Feather River Canyon

If you haven't, the trip will be a revelation to you. For here is the old West as untouched and picturesque as it was in pioneer days. After leaving the Feather River Country you cross Great Salt Lake by daylight, then pass through the magnificent Royal Gorge.

Excellent dining service. Through Pullmans to Chicago and St. Louis . . . no change of cars required. And by a fortunate adjustment of train schedules, the regions of chief scenic interest are to be seen during daylight hours.

*For complete information write or telephone*

**TICKET OFFICES:**

654 Market Street (Across from the Palace)

Also Ferry Building

**SAN FRANCISCO**

Telephone SUtter 1651

**WESTERN PACIFIC**  
THE FEATHER RIVER ROUTE

[continued from page 24]

it was all business. Chicago would almost be put in the shade by the amount of activity and the amount of progress and vigor that we could see in Shanghai.

While in Shanghai there came down to meet us some twenty officials from Nankin, some of them high public officials. They came down to explain to us what their problems were. They regarded us, and idealized us, as being prominent representatives, and even very wealthy men who were investigating with a view to the future.

About half of the group went down to Canton, a great thriving city, and after being entertained there by the American Chamber of Commerce one evening, and having been entertained by the Chinese

themselves, we went down to Hongkong.

When we got to Hongkong we came to a place of very splendid order, of most intense beauty. Hongkong is a great trading post, just like Shanghai, and under the splendid order and arrangement of the English, because it is a British possession.

While in Hongkong we not only came in contact with the English, and received from them a most warm and hearty welcome, as we did later at Singapore, but we came in contact with two Chinese, Sir Robert Ho Tong and Ho Quong, and talked to a great many prominent, wealthy, influential, highly-cultivated Chinese. We were in touch with a very different situation from that at Shanghai.

But suffice it to say that as one looked at China today with all of its problems one is impressed with the enormous human potentialities of that country. Her troubles, after all, are incidental. China is developing leadership, leaders largely trained in this country. China knows something of her own problems; she is unduly anxious to get control of them. China has great economic problems. She is looking to eliminate extra-territoriality; she is looking to resume control ports; she is looking to resume control of her customs. And, to some extent, China has accomplished some of those things.

These are all economic and commercial matters, but as we got that swift glance of China, we were convinced that she contains the greatest reservoir of human potentiality in the world. China has the people that have survived all sorts of tests of humanity and China is going to be heard from and is of the most intense interest to the entire balance of the world.

We went from China down to Manila. There we came in contact with an American city, and typically American.

It was very interesting, as we looked at the tremendous difficulties and problems of so many hundred millions of people, living in miserable circumstances, looking forward to a progress in which we must help, to come down and see the influence of modern civilization, European and American, upon these very people. It is a most interesting study in showing what standards will accomplish as they are applied to this enormous reservoir, this enormous group of people that inhabit the entire Orient, 400,000,000, or more, of the yellow race, and as many more of the brown race, all seeking an outlet, all seething with energy and effort to come in contact and to develop themselves in a proper manner.

We were greatly impressed when we got down to Manila. We were received by Governor General Davis, the American Chamber of Commerce, and we came in contact with the Filipinos themselves. Mr. Quezon and Mr. Osmena gave a dinner to a small group, and discussed some of their problems. We were impressed with this enormous fact: That the United States is provincially and irrevocably located in the Orient, the Pacific area, in the Philippines, and under God will be there as long as we or our grandchildren shall live. It is not a question of the United States desiring a possession out in the Orient that might be of advantage to us commercially. We have poured in millions in education; we can see the influence of that. We are not looking for a subject people. Today the Philippines have as much independence as the state of California in the matter of control over its affairs. The Philippines have complete autonomy, complete independence. Complete severance of the United States from the Philippines is an iridescent dream and I do not believe there are any intelligent leaders of the Philippines themselves that honestly desire a severance from the United States. They would like to get as much political advantage as possible, of course, in the

## "Where" you buy is more important than "What" you buy . . .

Today the big majority of used car purchasers consider "where" they buy more important than "what" they buy.

They feel that it pays to deal with a well established firm that has definitely proven itself reliable and fair in its policies and methods.

That's why more people buy their used cars from the Howard Automobile Company than from any other automobile firm in San Francisco.

As the largest distributor of automobiles in the world, we naturally have an unusually large stock of used cars in every price range. Perhaps we have the make and type of used car you are looking for.



## Howard Automobile Co.

*Buick-Marquette Distributors*

Van Ness at California St.  
SAN FRANCISCO

leadership of their own people. But the United States, with all of its influence, and with all of its wealth, and with all of its interests in this entire area, finds itself strategically located in the Philippines to have its inevitable influence upon all of the balance of the American territory.

When I had occasion to talk to over one thousand students of the Philippine University I took as my text, "The United States, Philippines & Company and Their Responsibility over this entire Area." I believe that is the note to sound, because it is written in the stars; the United States would be cowardly to every instinct and to every responsibility if it did not discharge from now on and always its obligations and influence in this great Pacific area.

We went to Saigon and saw there a French city. We were only there a half day or a day. We went up a tortuous river. A splendid and intrepid captain took our ship up the river, 583 feet long, and turned it in a basin 600 feet wide, and came down the tortuous river again. No ship that size had ever been up to Saigon and I do not think another will go up there for a great many years to come.

# Announcing

An Evening Course  
of Lectures  
upon

## Direct Advertising

A practical course for  
those who use Direct  
Advertising in their  
own business or pre-  
pare it for others...

### Covers:

Preparation of effective ad-  
vertising pieces — Layout —  
Copy—Color—Cuts; Produc-  
tion and the use of booklets,  
folders, catalogs, etc.; Com-  
pilation and use of selling  
letters; House Organ—scope  
editing, make-up; Mailing  
Lists—compilation and use;  
Planning successful direct  
advertising campaigns;  
Physical factors — Typogra-  
phy, Paper, Cuts, etc., etc.

Write or phone for  
complete schedule

Commences

Thursday, Jan. 9, 1930  
7 p. m.

## Heald College

Van Ness & Sutter  
San Francisco

Our next stop was Siam, which was an unforgettable day, one of the great spots of our entire journey. The American minister got up at four o'clock in the morning, came down to the boat to meet us, and the Chamber of Commerce, and everybody else in Siam, seemed most anxious to show us every possible courtesy. That day spent in Siam was one of tremendous pleasure and of beauty.

Then we went to Singapore, where we got in touch at once with Mr. Bagnall, the president of the Chamber of Commerce, and with others.

We were learning all the time, if you please, some vital facts that affected this whole area, which were very useful to us when we got down to Australia. We

had to forego a most splendid reception at Singapore, a tremendously strategic place, as we were there, unfortunately, only for a day. But we made contacts and secured information that will be valuable to us in the course of our work.

Then we went down to Batavia, a city of the Dutch, who have had hundreds of years of experience in colonial matters, and there we discussed matters with the Governor General of the Dutch Indies, who had at one time been ambassador in Washington and who had visited in San Francisco.

We constantly met these officials that had been back and forth to this country and who have visited in San Francisco.

[continued on page 32]

ESTABLISHED 1863

# FIREMAN'S FUND INSURANCE COMPANY

OF SAN FRANCISCO

J. B. LEVISON, *President*

Paid Up Capital - - - - -	\$7,500,000
Policy Holders Surplus - - - -	\$19,600,000
Unearned Premium Reserve - - -	\$15,700,000
Total Assets - - - - -	\$40,100,000

### Directors

- FRANK B. ANDERSON, *Chairman, Board of Directors, The Bank of California, N. A.*
- EDWARD T. CAIRNS, *Vice-President, Fireman's Fund Insurance Company*
- WM. J. DUTTON, *Retired*
- EDWARD L. EYRE, *President, Edward L. Eyre & Company*
- MORTIMER FLEISHHACKER, *President, Anglo-California Trust Company*
- A. P. GIANNINI, *President, Transamerica Corporation*
- J. B. LEVISON, *President, Fireman's Fund Insurance Company*
- CHARLES R. PAGE, *Vice-President, Fireman's Fund Insurance Company*
- HENRY ROSENFELD, *John Rosenfeld & Sons*
- F. W. VAN SICKLEN, *President, Dodge, Sweeney & Company*
- FRANKLIN A. ZANE, *Vice-President, North American Investment Company*

# Our Industrial Activities in 1929

(continued from page 22)

cific Coast Steel Company upon the completion of their million-dollar bolt and nut mill when he said, "We did not build to satisfy present consumption, but instead have planned it to supply the market which San Francisco's industrial development will demand for the next ten years." Of equal encouragement was the completion of the four-million-dollar tinplate mill addition to the Columbia Steel Company plant. This huge basic industrial plant will be of great importance to the many steel-using industries, employing highly paid workers which will locate here during the coming years.

Even more encouraging was the selection of our city by U. S. Steel Corporation for Pacific Coast headquarters, following the merger of the Columbia Steel Corporation with them; and a similar selection by the Bethlehem Steel Company when they purchased the Pacific Coast Steel Co.

The statement of President Eugene C. Grace of the Bethlehem concern is particularly indicative of the future which the steel men of the country foresee for this area. He says, "The Bethlehem officials, for some years past, have studied the steel situation on the Pacific Coast with a view to establishing manufacturing plants in this rapidly growing section of the country. The properties to be acquired will be operated through a separate subsidiary company having an active management and headquarters on the Pacific Coast.

It will be Bethlehem's policy to develop the properties to the fullest extent for local and economic production, supplementing this production with products shipped by water from Bethlehem's eastern steel plants. With this combination of resources and opportunities, Bethlehem will be able more advantageously and effectively to serve the Pacific Coast territory with a full line of steel products."

## AVIATION INDUSTRY FOR SAN FRANCISCO

The San Francisco Area will play an important part in the aviation industry following the completion of the two three and one-half million dollar airports, located at Alameda and San Mateo, respectively. One of the projects of the Industrial Committee came to fruition through the selection of the 450-acre airport site at San Mateo following many weeks' effort on the part of the Chamber of Commerce. Here will be located an airport with ample space around it to provide for a plane testing field and all types of aviation industries. In addition the first air college in the country, and ample space for commercial transport companies will be provided.

## UTILITY IMPROVEMENTS

The completion of a natural gas line from Kettleman Hills to San Francisco

by the Pacific Gas & Electric Company and the building of a huge new gas holder here is of inestimable value in attracting new industries to this locality. We are now on a parity, in this respect, with other communities which have had this cheap fuel for many years.

Of almost equal importance in attracting new industries, as well as being an important industrial expansion, are the eleven-million-dollar steam standby power plant being erected by the Pacific Gas

and Electric Company and the building of a huge new gas holder here is of inestimable value in attracting new industries to this locality. We are now on a parity, in this respect, with other communities which have had this cheap fuel for many years.

Of almost equal importance in attracting new industries, as well as being an important industrial expansion, are the eleven-million-dollar steam standby power plant being erected by the Pacific Gas

Some of the outstanding industries of the 91 who have selected San Francisco for their western headquarters and distributing headquarters include the following: H. K. Atwater Company, manufacturer of ladies' sport hats; Continental Baking Corporation, branch factory, manufacturer of bakery products; Cudahy Bros. Company, branch of meat packers; Curtiss Airports Corporation; Marchetti Motor Patents, Inc., manufacturer of airplanes; Metzger Packing Company, meat packers; Pacific Godman Shoe Company, branch of shoe manufacturers; Preferred Electric Company, manufacturers of electrical products; Rome Company, Inc., branch factory, manufacturers of metal beds and springs; Wall Street Journal, publishers; Weil Kalter Manufacturing Company, branch factory of underwear manufacturers.

Among the more prominent of the many firms who have expanded their plants are: J. Allen & Sons' new \$75,000 abattoir; American Can Company's new \$400,000 warehouse; Benjamin Franklin Knitting Mill's new three-story factory building; California Canneries Company's new warehouse building; California Gum Works Company's new \$40,000 industrial building; Consolidated Paper Box Company's new \$40,000 addition to their Paul Tract plant and \$125,000 addition to their plant at 346 First Street; Link Belt Meese & Gottfried's new million-dollar plant in the Paul Tract; Michel & Pfeffer's purchase of the Pacific Structural Iron Works and the securing of a tract of land at South San Francisco for which factory buildings to assist the combined operations will be erected; Pacific Gas & Electric's new 10 million cubic foot gas holder, 11 million dollar steam standby plant at 23rd and Louisiana streets, and million dollar ship and storage warehouse at 18th and Shotwell streets; Pacific Coast Steel Company's million dollar bolt and nut mill; Simon Mattress Manufacturing Company's new \$155,000 plant in the Paul Tract; and Wesix, Inc., new factory building where they will manufacture their line of electrical heating and cooking appliances.

## SEEKING NEW INDUSTRIES

Advertisements designed to attract new industries were commenced by Californians Inc. during the fall of 1928 at the request of the Chamber of Commerce Industrial Committee. Since the beginning of the advertising in national business magazines, hundreds of inquiries have come into the Chamber's office for the booklet, "Why Manufacturers Choose San Francisco." In fact the first printing was exhausted early in 1929 and second supply is almost depleted, which indicates the interest in industrial opportunities.

In addition to the magazine advertising

## The Year Book in May

**T**HE Year Book issue of San Francisco Business will be published in May this year rather than as heretofore, in April.

*The change is made to avail our readers of the annual compilation of United States Government statistics upon which are based much of the data of the Year Book, and which will not be available in time for the April issue.*

*Under the new arrangement the Year Book issue in May will contain a more comprehensive review of San Francisco's development during the past year.*

& Electric Company at 23rd and Louisiana streets, and the Great Western Power Company's new China Basin plant, which is of equal importance to that company.

## PHYSICAL IMPROVEMENTS

Through the cooperation of city and county, and state officials, the Bayshore Highway has an easy approach to ten thousand acres of land in San Francisco and on the peninsula which are available for industrial development.

The supervisors and the harbor commission are at present working out plans and financing methods for the building of a new Third Street Bridge over the channel. When completed the bridge will have removed a serious obstacle both to marine and land traffic for larger ocean-going ships may dock alongside the industrial lands fronting on Channel Street while industries to the south may save considerable time in transportation through the use of the new bridge.

a direct mail advertising campaign is being carried on and attractive mailing pieces are sent each month to a list of over 2500 eastern concerns. A campaign of publicity in national trade papers is augmenting the advertising program.

Although such advertising does not always bring immediate results, it is interesting to note that our industrial engineer has been more than busy preparing reports for concerns considering locations here. Fifty-five individual leather bound reports have been prepared to furnish specific information regarding manufacturing possibilities here. Preliminary reports covering summarized industrial information have been supplied to 169 firms, while 23 firms have requested additional data which has been supplied in the form of supplemental reports. Seventy-eight concerns have been supplied with reports requiring special studies and investigations other than those covered in the other forms of surveys.

In addition to the direct selling work, the engineering department has been active in correcting conditions which have placed San Francisco in an unfavorable position, particularly as regards market data. Despite the fact that the San Francisco Bay Region has over a million and a half population federal and private market statistics have not indicated this as a "multiple market center," i.e. having over a million people, nor for comparative purposes have government figures shown the true situation as a San Francisco Metropolitan Area. Through the work of our engineer, both of these conditions have been corrected and government figures—after the new census, will present San Francisco to industrial prospects in a more favorable light.

**SERVING ESTABLISHED INDUSTRY**

Besides assisting in securing civic improvements for established industries, the Chamber has forcefully presented the case of local hat manufacturers of "California Sport Hats" before the Federal Trade Commission. An eastern concern was trading on the reputation created by the local product to the detriment of our firms. As the result of this work it is expected that this condition will be corrected.

Designed to help established industry, the Domestic Trade Bureau, in its first nine months of service, since March, 1929, has been of particular benefit. Through a good will trip to Idaho and Utah, and a survey of conditions for the sale of local products in the San Joaquin Valley, the bureau has developed a wealth of data which should assist in increasing the sales of local firms in those two areas. Similar studies and excursions are planned for the coming year in other sections of the San Francisco trade territory.

In San Francisco, the retail educational work previously referred to has brought the manufacturers and buyers of women's wear together with the result that a joint committee representing both is now operating to assist the factories in securing more local business. Through the formation of a Liaison Committee, the

(continued on page 39)

WE TAKE PLEASURE IN ANNOUNCING  
THE ASSOCIATION WITH THIS FIRM

of

**MR. J. LESLIE BARNESON**

and

**MR. M. EYRE PINCKARD**

AS GENERAL PARTNERS

We regret to announce the retirement of  
Mr. C. R. Stevens and Mr. Henri de La Chapelle  
January 6th, 1930

**H. J. BARNESON & CO.**

MEMBERS

New York Stock Exchange	New York Curb (Associate)
San Francisco Stock Exchange	San Francisco Curb Exchange
Los Angeles Stock Exchange	Los Angeles Curb Exchange
Chicago Stock Exchange	Chicago Board of Trade

**SAN FRANCISCO**  
Barneson Building  
256 Montgomery Street

**OAKLAND**  
407-15th Street

**LOS ANGELES**  
Board of Trade Bldg.  
111 West 7th Street

**SEATTLE**

**PORTLAND**

**HOLLYWOOD**

**.. CONFIDENCE**

WE HAVE absolute confidence in the continued PROSPERITY of the United States during 1930 . . . As evidence of this fact we have completed our plans for a greater expansion program than we announced and accomplished during the past year.

WE believe the prudent investor will find the following facts concerning Italian Investment Corporation of interest:

No long term debts outstanding.

Resources increased six-fold during 1929.

Earning twice dividend requirements.

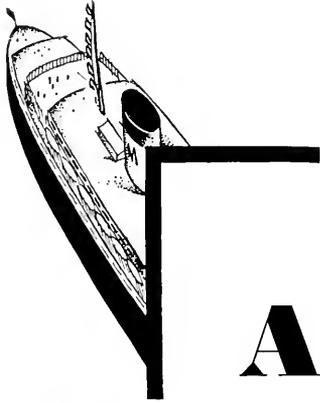
Preferred and common stocks on regular quarterly cash dividend basis. Management unchanged for twelve years.

**ITALIAN INVESTMENT CORPORATION**

Head Office:

524 MONTGOMERY STREET  
SAN FRANCISCO

Offices in Principal Cities of Pacific Coast



# A Busy Fleet

*...these Matson liners  
on the Hawaii run*

**O**N fast schedule, they ply between San Francisco and Honolulu, giving you many convenient Matson sailings to choose from. Ships of generous proportions, with plenty of deck space for recreation and homelike comfort in every stateroom.

Hawaii is the "Paradise of the Pacific" in every season. We'll be glad to tell you more about a Matson trip there.

## *Beyond Hawaii ... the South Seas*

Matson service also takes you on to the glamorous South Seas—to Samoa, Fiji, Australia. What could be more delightful for a winter voyage? Our illustrated folders tell about inclusive tours.

## Matson Line

25 steamers ... fastest service  
HAWAII • SOUTH SEAS • AUSTRALIA  
215 MARKET ST., SAN FRANCISCO  
DAvenport 2300

## Leadership in the Pacific

[continued from page 29]

The Colonial Secretary at Singapore paid us the compliment of coming down and visiting our boat. Nothing of that sort had occurred in previous trips.

I am telling you how much more than a pleasure trip this was availing to our people.

We spent three days in Batavia. We got a grasp of that great area, the length of the Dutch East Indies, from the point of Sumatra down through the half of New Guinea, a distance from Vancouver, British Columbia, to Havana, about 5000 miles.

Borneo is one of the largest islands in the world in itself, but 35,000,000 of the population of the Dutch East Indies is crowded on the little island of Java, which is not one of the largest of the islands inhabited by them.

Then we went down to Australia where we received a most remarkable reception. Australians were enthusiastic in their desire to give us the very finest impression of their country and of their homes. They had all sorts of problems; they were bristling with questions. They met us with every possible official and gave us a wonderful reception.

When we landed from the boat at Perth the Lord Mayor was out in all his robes to meet us. He escorted us to a park, where he sat us down at a dais, and the Lord Mayor delivered an address just as if the Prince of Wales had arrived. Mr. Moore responded.

The citizens of Perth were very gracious to us. The Boy Scouts—the young Australian League—had been here. Mr. Moore had been instrumental in having them come here. Many of you had these boys in your homes. The parents of these boys were anxious to be kindly to us on this particular cruise.

Some of our people went overland, some 2500 or 3000 miles, from Perth to Melbourne. The balance of the party went around to Melbourne by boat, which took four days around the southern end of Australia.

When we got down to Melbourne, that magnificent city, we were received in a public park, with several thousand of Melbourne's citizens out for a public reception to our entire party. We were received by the Mayor, the Chamber of Commerce and were given a great deal of information.

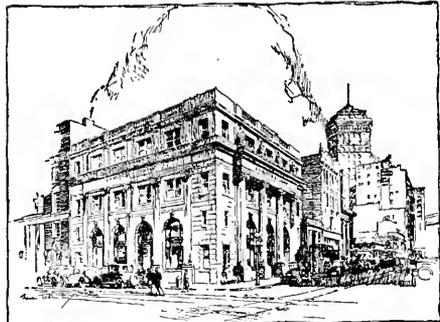
The we went up to Sydney, where we had many interesting experiences.

A group of us, and fortunately I was one of them, went overland from Melbourne to Sydney, a distance of 500 miles, something like the distance from here to Los Angeles, but we took six days for the trip. We were able to go by a special train—what they call a reso trip. We went all through the beautiful state of Victoria, one of the charming states of the Australian Empire. I have never seen such tall grass, and I have never seen such fat cattle, or farmers so prosperous, or such a splendid outlook. We went into the houses; we stopped at a little village and all the farmers would take us as their guests and escort us around to their various homes and farms.

We got up into New South Wales and we found the same conditions existing there as in Victoria.

Finally we came to Canberra. I would like to say a word about Canberra, that magnificent city of the future. Australia established a capital, about 200 miles from Sydney, in the interior, and called it Canberra. It is the capital of all the states of Australia, including Tasmania.

[continued on page 36]



HUTTON BUILDING, SAN FRANCISCO

## E. F. HUTTON & CO.

Members New York Stock Exchange and other principal exchanges

PRIVATE WIRES COAST TO COAST

NEW YORK

SAN FRANCISCO

LOS ANGELES

61 Broadway and Plaza Hotel

Montgomery and Bush Sts.

643 So. Spring St. and

543 So. Olive St.

Other Offices at

Oakland San Jose Del Monte

Hollywood Pasadena San Diego Santa Barbara

# What the New Census of Distribution Means

[continued from page 17]

great advance in business. It is contended that such a census would enable us to set up measuring sticks which would show the direction in which business is moving, that it would give us facts instead of hunches upon which to base plans and decisions, that it would greatly aid in our constructive thinking and constructive thinking is the one great force which makes for progress in any business.

In providing for the 15th decennial census to be taken next year Congress authorized the first National Census of Distribution ever taken in this or any other country. In order to guide this work along constructive lines, Secretary of Commerce Lamont has appointed a committee composed chiefly of business men, which has had much to do with the development of schedules and plans for this great national undertaking. It is the opinion of those who have studied the plans so far developed, that these will give us a vast amount of useful information, provided the information called for by the schedules is furnished conscientiously by business men when the enumerator visits them.

It is perhaps worthwhile to spend a few minutes in trying to see some of the uses to which such statistics, when compiled, can be put. For this purpose we may refer to the results of some experi-

mental Censuses of Distribution which were taken in eleven cities two years ago in order to lay a basis for the proposed national census. Many of you I am sure are familiar with the figures obtained in these experimental censuses which included the cities of Baltimore, Providence, Syracuse, Atlanta, Chicago, Fargo, North Dakota, Springfield, Ill., Kansas City, Denver, Seattle and San Francisco by cities. This sample was sufficiently large to be significant, for within the boundaries of these eleven cities is included a population of over six and three-quarter millions. The retail trade of this group of cities totaled four billion dollars or approximately ten per cent of what has been estimated as the retail trade of the United States.

### MANY OLD PROBLEMS

The tabulation of even these relatively small censuses has brought out many problems which we scarcely knew existed before. For example it has emphasized the very large number of small retailers in our business population. The statistics show that there were approximately 80,000 independent single unit retail stores of all kinds in these eleven cities. 28 per cent or more than  $\frac{1}{4}$  of these stores reported gross annual sales of less than \$5000 per year. Another 19 per cent of

these stores reported sales between \$5000 and \$10,000 making a total of 47 per cent or nearly half of all the retail establishments in these eleven large cities with gross sales of less than \$10,000 per year. As a matter of fact the actual average sales of the 38,000 stores doing less than \$10,000 worth of business a year works out to approximately \$83 per week.

This fact alone has caused more wholesalers and manufacturers to study their distribution plans, than any other information brought out in the last decade. In a mad rush for volume of business and new outlets, manufacturers and wholesalers have been sending enumerable salesmen and making other sales efforts to secure a portion of this \$83 a week business from this half of the retail stores. Is that business profitable? That is a question which of course the census does not answer, but it brings the problem to the forefront and many distributors are making efforts to solve it in their individual businesses.

These experimental censuses brought out many other important facts. For example we hear a great deal of discussion about the chain-store problem. Much of this is based on relatively few facts. The experimental census showed that 71 per cent of the commodities sold in these

[continued on page 40]

#### MEMBERS

- |  |                                  |
|--|----------------------------------|
| New York Stock Exchange                | New York Cocoa Exchange, Inc.    |
| New York Cotton Exchange               | Chicago Board of Trade           |
| New York Coffee & Sugar Exchange, Inc. | Chicago Stock Exchange           |
| New York Produce Exchange              | National Raw Silk Exchange, Inc. |
| New York Curb Market                   | National Metal Exchange, Inc.    |
| Rubber Exchange of N. Y., Inc.         | Dallas Cotton Exchange           |
|  | Houston Cotton Exchange          |



#### MEMBERS

- |                              |                              |
|------------------------------|------------------------------|
| Los Angeles Stock Exchange   | Seattle Stock Exchange       |
| Los Angeles Curb Exchange    | Seattle Grain Exchange       |
| Memphis Cotton Exchange      | Toronto Stock Exchange       |
| New Orleans Cotton Exchange  | Vancouver Stock Exchange     |
| New Orleans Stock Exchange   | Winnipeg Grain Exchange      |
| San Francisco Stock Exchange | <b>ASSOCIATE MEMBERS</b>     |
| San Francisco Curb Exchange  | Liverpool Cotton Association |

## E. A. PIERCE & CO.

301 Montgomery Street . Davenport 8200  
SAN FRANCISCO

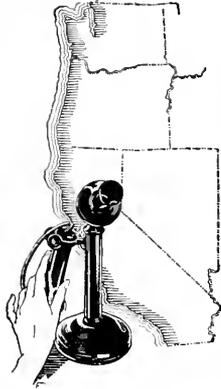
360 Fourteenth Street . Holiday 7500  
OAKLAND

Home Office:  
11 Wall Street, New York City

#### Western Branches:

- |               |         |             |           |
|---------------|---------|-------------|-----------|
| San Francisco | Seattle | Los Angeles | Portland  |
| Oakland       | Tacoma  | Pasadena    | Vancouver |

Private Wires to Principal Cities



## Saving Your Time

A FEW years ago it took more than 5 minutes, on the average, to make an out-of-town connection for San Francisco and East Bay telephone patrons. How this speed of connection has been increased is indicated as follows:

1924—	5.2	minutes
1925—	5.6	“
1926—	5.9	“
1927—	2.4	“
1928—	1.6	“

This is but one of many ways in which telephone service has been improved and the usefulness of your telephone increased. And the development will continue. In the next five years we will spend on telephone construction in *San Francisco and the East Bay* more than \$68,000,000.

THE PACIFIC TELEPHONE AND  
TELEGRAPH COMPANY

## The New WILLIAM TAYLOR Hotel

[continued from page 27]

torium is not necessary, and the church gymnasium and recreation rooms.

Stately Gothic doors in triple grouping, with lines that conform to the auditorium detail open onto McAllister Street.

In the lofty tower section of the hotel are suites of apartments, comprising 150 rooms in all, easily accessible from the street by rapid elevator service and connected in the same way with the various lower floors on which the public rooms of the hotel are located.

These apartments have garden terraces from which the view of city and surrounding hills and encircling bay spreads supremely before the vision.

Complete hotel service provided for the apartment section of the William Taylor enables the tenants to have at once individuality and home environment of their own homes and the ease and comfort of the modern hotel.

The public portions of the William Taylor have been planned with two points in view—the accommodation of the individual guests and the permanent tenants who make the new hotel their home for a long or a short period of time—and the complete comfort of large conventions and assemblies for which San Francisco is growing to be steadily more famed as a favorite host.

The main dining room of the William Taylor is on the second floor, overlooking the Leavenworth Street side. It is decorated in artistic simplicity with ornamental ceiling and hangings of elegant dignity.

Also on the Leavenworth Street side, but on the street level and approached from the street, is the William Taylor Coffee Shop, in antique wood finish and effective paneling.

Downstairs auditoriums of the church will seat respectively groups of 500 and 400 and on the third floor are committee and assembly rooms. The private banquet rooms and dining rooms are on the fourth floor.

The main lobby of the William Taylor sounds the dominant note of cordial welcome. Decorated in restrained colors

that harmonize with the terra cotta coloring of the art stone finish, the interior is, at first entrance, suggestive of the richness and good taste apparent in all the interior appointments.

The convenience of guests has been the paramount consideration in the furnishing of each of the William Taylor's 500 rooms. Appointments are dignified, carefully selected and skillfully harmonized into an artistic individual ensemble for each room.

Whether single or en suite, whether the more select or the less expensive rooms of the new hotel—each one represents the faithful following of the highest modern standard of hotel fittings.

The furniture is walnut made in designs representative of the best of the new art, yet carefully abstaining from any tendency toward the eccentric or faddish.

James Woods, president of the Woods-Drury Company, holds a high place in San Francisco and in California for his outstanding personal attainments and for his achievements in hotel operations. For seventeen years manager of the St. Francis and subsequently executive vice president of the Los Angeles Biltmore he has friends in all walks of life. Service on the San Francisco Police Commission, on the Los Angeles Board of Health and on the California State Athletic Commission has broadened his sphere of acquaintance and increased his roster of friends.

Ernest Drury, vice president and general manager of the company operating the new hotel, ranks among the leaders of the young men in the hotel field. He has managed the Hotel Whitcomb for the past seven years.

The organization of the Woods-Drury Company and its joint operation of the William Taylor and the Whitcomb as the nucleus of a group for future expansion represents the attainment of a long-held plan on the part of Mr. Woods to re-enter the hotel field in San Francisco and to have Mr. Drury associated with him. The two were first associated under the Woods regime in the St. Francis.

## ERNST & ERNST

CERTIFIED PUBLIC ACCOUNTANTS

SAN FRANCISCO

914 TO 925 RUSS BUILDING

F. A. LINDEN, C. P. A. (Calif.)  
RESIDENT PARTNER

LOS ANGELES

1027 TO 1032 AT 111 W 7TH ST.

G. O. CARLSON, C. P. A. (Calif.)  
RESIDENT PARTNER

OFFICES IN 56 PRINCIPAL CITIES

# The Farm Board and the Marketing Act

(continued from page 23)

power, such loans will not be made to any great extent until opportunity has been afforded for a careful study of the problems and the working out of a basis upon which such advances may be safely made.

The Agricultural Marketing Act also provides for the organization of advisory commodity committees consisting of seven members, at least two of whom must be experienced handlers and producers of the commodity. These committees, established by the cooperative associations at the invitation of the board, constitute the medium of contact between the board and the commodity represented. The members of these committees are to serve without compensation except expenses, and the committees have no administrative power other than to make representations to the board concerning matters within its jurisdiction and to cooperate with the board in advising producers in suitable programs of planting and breeding in order to secure maximum benefits under the Act.

Loans to cooperative associations or stabilization corporations and advances for insurance purposes bear interest at a rate of interest equal to the lowest rate of yield, closest to one-eighth of one per cent, of any Government obligation issued since April, 1917, except Postal Savings bonds, and outstanding at the time the advance is made. In no instance shall the rate exceed 4% per annum upon the unpaid principal. Thus we see that Congress has fixed an extremely low price that agriculture shall be required to pay for money thus borrowed. This provision indicates the extreme anxiety of Congress to extend to agriculture financial assistance upon the most advantageous terms, in order that the greatest possible benefit may be derived from the funds advanced.

I feel safe in saying that every member of the Federal Farm Board is thoroughly imbued with the spirit in which this great

economic undertaking has been launched and is determined, in so far as within him lies, to afford the fullest opportunity for a thorough trial of the experiment under a most fair-minded administration of the Act. It must not be thought, however, that the board is disposed to grant all loans applied for. A borrower must be qualified, the past history of the association must be satisfactory, the purpose for which the funds are desired must not only be legitimate but within the plain terms of the Act, and the security offered must be such as will afford reasonable assurance that the funds borrowed will be repaid within the time fixed therefor.

The chief difficulty encountered by the board in its early operations was in hav-

ing applicants appear before it unprepared to fully inform the board on necessary matters. The preparation of the application in the form provided by the board, and all of the exhibits in proper form and attached, is of the utmost importance in order that time and expense may be saved and unnecessary worry and labor be avoided both to the applicant and the board. The form of application required is comparatively simple and the exhibits to be attached thereto are none other than are necessary to give the board indispensable information. It is suggested, therefore, that any association intending to file an application, obtain the proper forms and execute its application in strict accordance therewith.



## Heat - at a finger's touch

With a furnace or boiler burning gas fuel, the temperature of your home is regulated from upstairs by means of a push-button or a thermostat. No trips to the basement on cold mornings. No bother about heat when friends come. Your home is warm and cheerful. Curtains, wall-paper and furniture retain their fresh cleanliness. There is no smoke or soot about your property.

Even though you have no basement, there are fine types of gas-fired equipment for your home.

Gas is the easiest fuel to control, and when a fuel is easy to control, it is absolutely safe.

For full details about heating equipment that burns the clean gas fuel, see a heating contractor or phone or call at our office.

PACIFIC GAS AND ELECTRIC COMPANY

**P.G. and E.**

Owned - Operated - Managed  
by Californians -

1929 { Buicks  
Oaklands  
Pontiacs

**Drive-It-Yourself**

Simple - Convenient  
Fair - Dependable



## Leadership in the Pacific

[continued from page 32]

There is the seat of the government. We were received by the Prime Minister of Australia. He gave us a public address on the steps of the Parliament House, to which I responded.

The city of Canberra has about the same history as Washington. They started in to establish a capital where there wasn't a person. They got an architect from this country, I believe, who laid it out. They laid it out in four squares. It seems absurd at the present time because there is a little city at every corner, seven or eight miles apart, with a few Parliament buildings in the center. They have spent about thirty million dollars already in this place, probably more, building just a few buildings, and parking the whole area. There is the great capital of Australia. When Australia has as many people as the United States the city of Canberra, if they carry out their plan, will be very adequate for all purposes of their capital.

We came in contact, in Australia, with

a great many of their internal problems. They objected to our tariff; they objected to the trade balance. We buy fifty millions of dollars from Australia and sell them one hundred fifty millions. That is a sore and bitter point. They took it up with us. We reminded them of the fact that we buy four hundred fifty millions from British Malay, and we sell British Malay very little. Australia sells British Malay and we are buying from Australia's customer. That simple fact was received by them with great thoughtfulness.

We insisted, in Australia, on the solidarity of all of this area, from a commercial standpoint, and it seemed to impress them very much. We informed them that our minds were open and that we would accept any suggestion whereby the balance of trade may be helped. But there is this question of the high cost of manufacture. They have a labor government, and all of the difficulties that we have been through in many respects, in regard to artificially raising the prices, or jurisdiction, or otherwise, and so it is very difficult for Australia to manufacture for a world market with their high cost.

Australia has many difficult internal problems.

Then we came up to New Zealand, a most charming place, a people well settled, and prosperous, and we were received with dignity and formality and sent out with warmth and affection. It was a remarkable experience that we had at Auckland.

Then we went up to the Fiji Islands, which interested us very much, and there we met our English friends.

We went on to Pago Pago, one of the beauty spots of the world, then to Hilo, Honolulu, and home.

To sum up our trip briefly, I would like to say that in this trip we had a great vision of America's place in the Pacific. The problems of all of these countries are our problems. If they are not solved it is going to wreck us as well as them. The interests of the United States are bound up inextricably in this entire Pacific area. Our economic future is bound up there. The United States will realize more and more that the great future of this country is in the Pacific, and to properly meet the problems of the Pacific area, and of these Pacific countries, is a matter of vital interest to us and we must apply, in every possible way, all of the resources which we have to this end.

There is another thing: Our message of good will was received with eagerness. There is no doubt about this fact that one of the problems of the world, outside of the United States, is, will the prosperity and development of the United States, its wealth and its power, be to the advantage or disadvantage of the balance of the world, particularly the backward nations? They fear us. They do not exactly hate us—China certainly doesn't hate us—but they fear us and they fear the exercise of power of the United States. And whenever a group of people go out



### THE SAN FRANCISCO BANK

INCORPORATED FEBRUARY 10TH, 1868

One of the Oldest Banks in California, the Assets of which have never been increased by mergers or consolidations with other banks.

**Assets over \$125,000,000.00    Deposits over \$120,000,000.00**  
**Capital, Reserve and Contingent Funds, \$5,450,000.00**

The following accounts stand on the Books at \$1.00 each, viz.:  
Bank Buildings and Lots - (Value over \$1,925,000.00)  
Other Real Estate - - - (Value over \$308,000.00)  
Pension Fund - - - - (Value over \$670,000.00)

Interest paid on Deposits at 4½ per cent per annum  
Computed Monthly and Compounded Quarterly

**COMPLETE  
BROKERAGE  
SERVICE**

DIRECT PRIVATE WIRES

**McDONNELL  
& COMPANY**

Members:

San Francisco Stock Exchange  
New York Stock Exchange

SAN FRANCISCO

633 MARKET ST., Phone SUTTER 7676  
Branch: FINANCIAL CENTER BLDG.

OAKLAND

436 17TH ST., Phone GLENCOURT 8161  
NEW YORK OFFICE: 120 BROADWAY

with a message of genuine good will in their heart there could not be anything better for practically commercial advantages. Good will is an asset today in modern commerce which cannot be underestimated, and for us to go out with this attitude and in this spirit, and receive a most remarkable reception, is something worthy of consideration. In fact, we were welcomed in the precise terms of the message which we sought to bring to them.

In other words, the San Francisco Chamber of Commerce may have had a small part in making a real contribution

of commercial leadership to world peace, to making this whole ocean an ocean in which problems will be negotiated in the proper spirit and in which commerce will not be carried on under the old terms.

San Francisco has become a world port upon the Pacific. We have gone out into this area and we have carried this message, and we intend to carry it further and follow it through. We wrote to every person that came on board our ship, Chinese, Japanese, or any other nationality. We thanked them for their presence and hoped that they would come sometime to San Francisco.

So we secured, to some extent, a grasp of this Pacific area. We established a certain leadership of San Francisco, on this Pacific Coast, in this particular type of service and we bring it back to deliver into the hands of the citizens of San Francisco, into our own Chamber, to the Coast and to the country, the results of this trip, perhaps the greatest advantage of which was the impression upon a group of representative Americans all over the United States whereby repercussions, or a grasp of these situations will be spread over our entire country.

We had a marvelous adventure. It was psychological; it was opportune. We had no difficulties of sickness, or otherwise, and we come back and deliver our particular service into your hands.

### Specifications Available

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

For supplying the War Department with subsistence supplies for delivery at the Transport Wharf, Fort Mason, on February 6, 1930, for shipment to the Philippine Islands. Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, and will be opened January 22, 1930.

For supplying the War Department with subsistence supplies to be delivered to Fort Mason during the month of February, 1930. Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, and will be opened January 15, 1930.

For supplying the War Department with one lifeboat, capacity three persons, for the earliest practicable delivery at Fort Mason. Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, and will be opened January 13, 1930.

For purchasing from the Panama Canal one steel scagoing tug boat, length 120 feet, beam 24 feet, draft 11 feet four inches, gross tonnage 192, triple expansion engine, 165 h.p., oilburning boiler. Bids are to be submitted to the Panama Canal, Office of the General Purchasing Officer, Washington, D. C., and will be opened January 27, 1930.

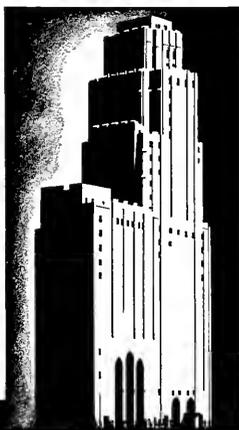
For supplying the State of California with gasoline and lubricating oils to be delivered to approximately 750 automobiles and 300 motorcycles during the period of one year beginning February 1, 1930. Bidder's proposal must cover furnishing order books or credit cards. The estimated gallonage of gasoline is 1,000,000 gallons. Bids are to be submitted to the State Purchasing Agent, Room 323, Capitol Building, Sacramento, California, and will be opened January 15, 1930.

OPEN

# January 15

SAN FRANCISCO'S

*Most distinctive  
new hotel*



WOODS DRURY COMPANY  
Operators



**WILLIAM TAYLOR  
HOTEL at Civic Center  
SAN FRANCISCO**

# California Limited



**Fastest  
Through Service**

and SHORTEST time

## San Francisco to Kansas City

and FASTEST through  
Pullman Service to..

## St. Louis

Lv. San Francisco . . . 9:45 a. m.  
Oakland . . . . . 9:30 a. m.  
Berkeley . . . . . 9:40 a. m.  
Ar. KANSAS CITY . . . 8:45 p. m.  
day after tomorrow  
Ar. Chicago . . . . . 9:15 a. m.  
Ar. St. Louis . . . . . 6:55 a. m.



**Fred Harvey Dining Cars  
Observation and Club Cars**

**THE INDIAN DETOUR  
GRAND CANYON LINE**



**Santa Fe Ticket Offices  
and Travel Bureaux**

601 Market Street  
Telephone SUtter 7600  
Market Street Ferry Station  
SAN FRANCISCO

434 Thirteenth Street  
Telephone HUmboldt 9780  
OAKLAND

524-A

# OUR Campaign for SUNNYVALE Air Base

[continued from page 19]

ble Board to investigate all west coast possibilities.

The board made a thorough study of a great many sites, and its members frankly admitted that their eyes were opened at what they found. They returned to Washington and after much research and consideration they brought in a divided report, four favoring the base at Sunnyvale, near San Francisco, and one favoring the base at Camp Kearney, near San Diego.

Prior to this exhaustive investigation no one in the Navy Department knew of the ideal conditions that would be found elsewhere than in San Diego for either dirigible or heavier-than-air flying. This was not known because it was never looked into before. The Navy was most agreeably surprised at what could be had at Sunnyvale for it suited their purposes better than the conditions at San Diego.

No wonder San Diego was disturbed. Had not they been assured for ten years that the dirigible base was going to San

Diego? They immediately charged "skulduggery" and "politics."

In the meantime, the Secretary referred the Special Dirigible Board's report to the General Board. This body stuck by its guns and advised the Secretary to recommend the Camp Kearney site over the advice of his Special Board. This the Secretary did, but not in convincing language. He said that either site would be satisfactory but that the southern base probably was somewhat better located strategically. This word was sent to the House Naval Affairs Committee, which will next consider the problem. In the meantime, advocates of both the Sunnyvale and San Diego sites are girding for the forthcoming battle.

The strategical features of the contest are expected to figure largely in the final determination. The question then may resolve itself into what officers of the Navy are better strategists in respect to dirigible cooperation with the fleet—officers who have operated dirigibles or officers who have operated battleships, but admittedly know nothing of dirigibles. It is a known fact that the lone minority on the Special Dirigible Board to recommend Camp Kearney has never seen the Lakehurst base, knows little or nothing of the requirements for a dirigible base, and has never even ridden in a dirigible. The same set of facts apply, as far as is known, to the other members of the General Board. On the other hand, the four members of the Special Dirigible Board favoring Sunnyvale are practical aeronautical and dirigible operators.

The battleship strategists say they want the dirigible base in the south so it can cooperate with Fleet. The dirigible strategists say they can cooperate with the Fleet and not have their base in the south. A mooring mast on the Camp Kearney site would give them sufficient intimate contact with the Fleet, they state. They say that the battleship strategists are overlooking one most important factor—that is, the speed of the dirigible. In fleet maneuvers the dirigible will not be expected to reduce its speed to 10 knots or slower to conform to the steaming speed of the Fleet, but will strike out ahead. It is not necessary in fleet maneuvers for the dirigible to be in constant sight of units of the Fleet, but its place in time of battle, and therefore in peacetime war games, is hours in advance of the Fleet watching out for the approaching enemy.

"The trouble with the battleship strategists is that they look upon dirigibles as small boats," succinctly remarked one dirigible strategist.

Sunnyvale adherents are hoping the contest will be kept on a high plane, with facts and not fancies as the deciding factors and with prejudices and politics banned. In any event, they are prepared to wage a vigorous contest and to accept whatever gauge of battle is thrown down to them by the opposition.



## BRITISH INDUSTRIES FAIR

Commercial buyers of America are invited to the Annual BRITISH INDUSTRIES FAIR, held simultaneously in London and Birmingham, February 17-28, 1930.

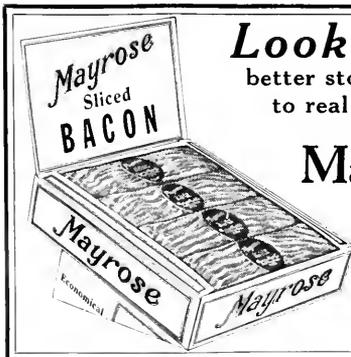
The LONDON Section at OLYMPIA will include specialties and novelties in all the leading trades. At CASTLE BROMWICH, BIRMINGHAM, will be shown machinery and engineering exhibits.

This exhibition of BRITISH MADE goods provides an excellent opportunity of selecting quality articles of wide appeal to American consumers.

Buyers from the United States will discover inspiration and ideas of lasting value in the wide variety of attractive merchandise at the BRITISH INDUSTRIES FAIR. Plan now to come in February!

Full particulars from British Consulate General,  
Alaska Commercial Bldg., 310 Sansome Street,  
San Francisco, or any British Consulate.

**FEBRUARY 17 - 28, 1930**



**Look** for this carton in the better stores and help yourself to real sugar-cured Bacon.

## Mayrose Bacon

keeps pace with the demands of **critical appetites.**

# Industrial Activities

[continued from page 31]

Chamber of Commerce and the Downtown Association are cooperating in developing a demand for local products.

A complete index, classified both by firm name and type of product, is maintained by the bureau of the industrial department to assist in bringing buyer and seller of local merchandise together. In addition to using this file for answering hundreds of telephone calls, it is used as the basis for a mimeographed industrial directory.

To further the work of the Domestic Trade Committee, the Miscellaneous Industries Committee of the Industrial Committee is making elaborate studies for the organization of various trade groups in order that they may benefit from an interchange of information and to solve their trade problems.

## PLANS FOR 1930

The many activities carried on during 1929 and the increasing public interest in industry has created a splendid foundation for the important work which the Industrial Committee plans to commence and carry on during the coming year. For purposes of explanation, this work may be classified under the following headings: Determining industrial opportunities, improving the industrial district, selling industrial San Francisco, and serving industrial San Francisco.

To determine our opportunities and be in a position to more forcefully present our case the committee plans to major their activities on a few lines of industry determined by market needs and local consumption of such products made elsewhere, also considering our natural resources.

The following projects are suggested to improve the industrial district: Develop a plan to reclaim and develop additional industrial lands. Continue the work for a new Third Street Bridge and other street improvements. Urge government cooperation in dredging a deep water channel through the San Bruno shoals in order that peninsula lands may be accessible to deep water ships. Urge the extension of the high pressure fire protection system into the industrial district. Work for more attractive industrial water, power and gas rates.

To more effectively sell San Francisco the committee proposes the appointment of an eastern industrial salesman; the furthering of its industrial publicity and direct mail advertising campaign; an increased expenditure by Californians Inc. for industrial advertising in national magazines; assist in the United States census taking to make sure that complete industrial and population figures are secured; and to further the work of the extension of the San Francisco metropolitan area as recognized by the United States Census.

The committee hopes to carry on the following work to serve established industry; to carry on its domestic trade work including the publication of a bay region industrial directory to further the sale of goods made in this area; to anchor San Francisco as a market center through the building of a large merchandise mart; to secure a state aid industrial school for the training of industrial labor; and to secure the recognition of San Francisco as an authority on style, quality of product, and the natural market for the purchase of goods to supply the western trade area.

This program may appear to be over ambitious but if every San Franciscan will give his wholehearted cooperation both in time and in money, with present favorable business indications as evidenced through President Hoover's recent prosperity campaign, there is no question but that 1931 will see San Francisco well on its way towards the industrial supremacy of the western states.

1852-1930

The Pioneer Insurance Company of the Pacific Coast

# The Liverpool & London & Globe

INSURANCE COMPANY, LIMITED

was the first Fire Insurance Company to open an office in San Francisco in 1852, since when it has been an important factor in the upbuilding of San Francisco and the Pacific Coast.

FIRE, EARTHQUAKE, RENTS, PROFITS, USE AND OCCUPANCY, MAIL PACKAGE, RIOT, EXPLOSION, TORNADO, AUTOMOBILE, TOURIST FLOATER, AIRCRAFT DAMAGE

Pacific Department;  
444 California St., San Francisco  
THOS. H. ANDERSON, Manager  
William G. Rich, Asst. Mgr.  
Geo. F. Guerraz, Asst. Mgr.

# Thrift...

A bank can render no more useful service to its community than to encourage and safeguard thrift. For this reason, the Bank of America extends a sincere welcome to the most modest saver, and to all those who are planning for the future.

To its part in the building of citizenship, California's largest state bank brings three score years of banking experience.

We are proud that on our books are the names of pioneer men and women who, with their own hands, cleared their lands and built their homes. On the staunch thrift and character of these men and women, the prosperity of California is founded.

# BANK of AMERICA OF CALIFORNIA

IN SAN FRANCISCO

NORTHERN CALIFORNIA HEADQUARTERS, 631 MARKET ST.

Humboldt Office, 783 Market St.  
French-American Office, 108 Sutter St.  
Fingaz Office, 2 Columbus Ave.  
Bush-Montgomery Office, Mills Bldg.

Donohoe-Kelly Office, 68 Sutter St.  
Hayes Valley Office, 498 Hayes St.  
Bayview Office, 3rd and Palou.  
Oriental Office, 939 Grant Ave.

North Beach Office, 1500 Stockton St.

Head Office: Los Angeles  
BRANCHES THROUGHOUT CALIFORNIA

The FINK & SCHINDLER CO.  
228 13th Street  
Phone Market 0474  
CABINET WORK  
COMPLETE INSTALLATIONS  
STORE BANK & OFFICE  
FIXTURES  
HARDWOOD INTERIORS  
SINCE '82

# What the New Census of Distribution Means

[continued from page 33]

eleven cities passed through the hands of so-called independent stores. The remaining 29 per cent passed through multiple unit stores—that is two or more stores under the same ownership which includes the chain stores. It was shown also that in number of establishments, the independent store accounted for 85 per cent of the total and the multiple unit stores only 15 per cent. The average annual sales for a multiple unit store consisting of all classes of business, amounted to approximately \$85,000 as against \$26,000 for the average independent store. Of course, proportions varied for different trades. In groceries, for example, only 50 per cent of the total business went through independent stores.

These sample censuses also brought out many interesting facts with regard to the variations in the average annual sales of different types of stores in different parts of the country. For example, the average annual sales of retail hardware stores in Seattle amount to only \$16,000 per

year while the corresponding figure for Atlanta was \$96,000. The average sales of the women's clothing store in Baltimore totaled \$55,000 per year whereas in Denver the average sales of the same type of store amounted to \$146,000. The average sporting goods store in Kansas City sold only one-fourth as much as the corresponding store in Atlanta.

With regard to the average population served per store, there was relatively little variation between cities with regard to groceries, ranging from 283 persons per store in Baltimore to 355 in San Francisco. On the other hand there was one ice cream and soft drink store to every 414 persons in Baltimore while in Providence, R. I., there was only one such store in each 2000 persons. In Baltimore again, it was found that there were approximately 1200 persons for each fruit and vegetable store, whereas in Syracuse, New York, it requires nearly 11,000 persons to support one such store.

With regard to employees it was found that there were approximately as many non-selling as there were selling employees in the retail establishments. In the fruit and vegetable stores in these eleven cities it was found that there was approximately \$16 in sales for each dollar paid out in salaries and wages. In the groceries and automobile stores approximately \$12 were returned for each wage dollar paid. On the other hand in the stationery stores only \$4.16 were returned for each dollar spent in wages, and in typewriter and calculating machine stores only \$3.93 was obtained for each such dollar paid out.

Another matter of vital importance concerns the number of types of outlets which can efficiently market any given product. These experimental censuses furnish some illuminating data on this subject. For example, in Baltimore it was found that cigars, cigarettes and tobacco were distributed through 23 types of outlets. Of these, cigar stores handled 62 per cent of the business, drug stores 16½ per cent. Five types of stores including cigar stores, drug stores, restaurants, soft drink establishments, and grocery stores made up 96 per cent of all the sales in cigars, cigarettes and tobacco. This means that there were 18 classes of outlets which were competing for the other 4 per cent of the business. There were 18 classes of establishments distributing men's furnishings, but 5 classes covered 94 per cent of the sales. For house furniture there were 19 classes of stores, but two classes covered 97 per cent of the sales. In footwear there were 15 classes of establishments, but shoe stores and department stores made up 87 per cent of the sales. The remaining 13 per cent of the footwear business was distributed through such unusual outlets as confectionery stores, custom tailors, drug stores, sporting goods stores, restaurants, etc.

I might go on and give many other

instances of types of information brought out by these sample censuses, but I think these are sufficient to show the character of information which is likely to come from the National Census of Distribution. The full meaning of many of these facts cannot be gained from census data alone. More often they will merely indicate the existence of problems which need to be studied by other means, but for which the correct interpretation will be of the greatest help in solving problems of distribution and marketing.

The bureau of the census is ready to undertake this work. Its plans and test schedules have been prepared in close cooperation with business interests, but the Census Bureau can only ask questions and tabulate the answers which are given it. In the last analysis the value of this information will depend upon the correctness of the replies given to the census enumerators by business men. If you believe that this information will be of help to your business and to business in general, then I would like to urge you to make every effort to see that correct replies are given to the census questions, not only for your own particular business, but that others in your community be urged to take the same care. Incorrect statistics are worse than useless. It is only by getting correct answers at the

[continued on page 42]

## Ask Your Broker

**EDWARD BROWN & SONS**  
PACIFIC COAST INSURANCE GENERAL AGENTS



200 BUSH STREET SAN FRANCISCO  
BENEVOLENT SOCIETY OF PROTECTION  
SINCE 1872

## United States Laundry

*The Careful Laundry*



FINISH WORK  
DRY WASH  
ROUGH DRY  
DAMP WASH

*We use Ivory Soap  
exclusively*



**1148 Harrison Street**

Telephone  
**MArket 6000**

# Great Britain, a California Customer

[continued from page 15]

entrenched in the minds of the manufacturers and buyers alike that no one of any consequence in either category considers the year's work properly accomplished without either exhibiting at or visiting it. This is borne out by the fact that applications for space by manufacturers and the number of trade visitors from all over the world are steadily on the increase; new records being made every year.

The London section which contains exhibits of leather goods, glassware, chinaware, sporting goods, chemicals, etc., is now situated at Olympia, but a few minutes' ride by taxi, bus or subway from the West End.

Olympia has housed many exhibitions in its long life, but such is the importance of this fair that a new four-story addition is being built specially to accommodate the British Industries Fair. This addition is so planned that a maximum of stall space in a minimum area is available. Anyone who visits expositions and fairs will appreciate how much time will be saved and fatigue avoided by this means.

A club for the use of buyers and exhibitors only is available in which business can be transacted by telephone or telegraph. A force of stenographers is also at hand so that correspondence can be dealt with on the spot. At the same time there are excellent restaurants in the building. It will therefore be seen that the buyer will be able to conduct his business with a minimum loss of time; a matter of great importance to the man from overseas with but a few days at his disposal.

The Birmingham section caters for all the heavy industries such as machinery, electrical and gas. It covers some 12 acres and a further 15 have been purchased recently to take care of continued growth which has been an outstanding feature in past years. Large additions have been made every year and still the demand for space is greater than the supply, although building is continuously in progress.

A few figures may prove of interest to show the importance of this fair. In 1928 there were 2123 exhibitors occupying 434,000 square feet of space, in 1929, 2438 exhibitors and 530,000 square feet of occupied space in both sections. The number of exhibitors is expected to be even larger this year, as is that of the buyers from overseas.

All available space was taken some months ago, yet requests are still being received. This fact speaks for itself and is sufficient recommendation to a prospective visitor that he will see samples of the work of all the most important firms in the British Isles.

This fair is essentially a trade institution; the buyer is unhampered by crowds of mere sightseers and can transact business in a shorter space of time than is usually possible at the ordinary exposition. Furthermore he can see samples of goods from many parts of the United Kingdom all under one roof and thus save himself many weary hours of travel. Another thing of great interest to the buyer from overseas who is ever in search of novelties and new ideas, is that manufacturers launch their new models at this time.

To encourage and make the way easy for overseas visitors the British Government issue invitation cards and catalogues and also grant a free passport visa to genuine business men. These facilities are afforded by Consular Officers situated in different parts of the country. I shall be very pleased to see anyone who may desire to visit the fair and furnish him with the necessary cards and visa.

I have digressed considerably from my subject, but as trade is a mutual affair both as between countries and individuals I may perhaps be pardoned for doing so in view of the fact that the British Industries Fair is so intimately connected with all branches of trade.

To return to the question of the exports and imports which pass through the ports of the bay region I must quote a few more figures. In 1928, California purchased some 50,000 tons of produce 60% being coal and coke, from Great Britain or one-eleventh of the amount

purchased by Great Britain from California. The balance of trade is therefore greatly in favor of California at the present time, and we should like to see your purchases of our goods increase.

This unequal flow of trade has an important bearing on freight rates. Vessels whose capacity is in the neighborhood of 15,000 tons generally obtain only some 650 tons of cargo on the westward, as against a nearly full cargo on the eastward trip. It is therefore clear that the latter voyage must pay by far the larger portion of the total expenses, as, of course, the westward trip is unremunerative. It seems probable that if cargoes could be increased on the westward trip by larger purchases in the United Kingdom that freights would soon fall and thus benefit everyone concerned.

## RUSSELL, MILLER & CO.

Members

New York Stock Exchange  
New York Curb Exchange



1800 RUSS BUILDING  
San Francisco

Telephone  
DO uglas 7270

Main Office:  
50 BROADWAY  
New York

PRIVATE WIRES



**Caswell's**  
NATIONAL CREST  
**Coffee**

*Telephone for the best*

An Order by Telephone will bring Prompt Delivery  
Telephone  
SU TTER 6654  
OA ELAND 1017

1,800,000 cups were served at the PANAMA-PACIFIC International EXPOSITION

# MITSUI & COMPANY

LIMITED

(Mitsui Bussan Kaisha, Ltd.)

Cable Address: "MITSUI"

GENERAL IMPORTERS

EXPORTERS

Coal Suppliers Ship Operators  
Ship Owners Ship Builders  
Etc.

Head Office: TOKIO, JAPAN

San Francisco Office:

301 MERCHANTS EXCHANGE BLDG.

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

## KNOW OUR ADVERTISERS



PACIFIC  
DEPARTMENT

114 Sansome St.  
San Francisco  
California

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 105,500,000

EXPORTERS and IMPORTERS are  
invited to avail themselves of our  
services, especially with the Orient

SAN FRANCISCO BRANCH  
415-429 SANSOME STREET  
Y. NOGUCHI, Manager

## What the CENSUS of Distribution Means

[continued from page 40]

source that we can have the final tabulations accurate.

At this point I would like to say a few words stressing the confidential nature of the returns made to the Bureau of the Census. No one need have any fear that the information that they give to the census enumerator will be divulged to their competitor or to any one else. The census law provides that every one having access to the individual returns must take an oath not to reveal the figures from any individual concern and it further provides a penalty of \$5000 fine or one year in prison or both for anyone violating that provision. Likewise the census returns of individual establishments are not open to inspection by other governmental departments. There need be no fear that these figures will be available either to the Income Tax unit, the Federal Trade Commission, the Department of Justice or to any other organization. The figures of individual establishments are used only to compile totals and averages and no such total will be given out if there is any chance of divulging the figures of an individual concern.

The schedules for the Census of Distribution have been prepared with a full understanding that there are many distributors which do not have complete information about their businesses. Two forms of schedules have been prepared for use with retailers. One of these—known as the short form—calls for a minimum amount of information and it is proposed to use this with the smaller establishments most of which may be presumed to have relatively incomplete records. For the larger establishments, however, a longer form will be required. This latter schedule will ask for volume of sales by classes of commodities together with other facts which it is believed the average retailer can supply.

In conclusion I would like to point out that this Census of Distribution is being undertaken at the urgent request and demand of business interests. That in undertaking this, as in all of its other work the Department of Commerce is trying to serve business. This is not something which the Government is demanding of you for its own purposes, but if it is to be of real constructive benefit to business it must be undertaken with the thorough cooperation of all business interests. I trust therefore that you will not only give such cooperation yourself, but that you will do all you can to secure the same kind of cooperation from all business interests in your communities.

*A world of wisdom!...*

FOR SUCCESS IN BUSINESS YOU MUST  
ADVERTISE! ADVERTISE! ADVERTISE!

W. A. HALSTED, President  
WM. C. HAMMERSMITH, Vice-Pres.  
The Old Firm

## HALSTED & CO.

Undertakers and Embalmers  
No Branches

1123 SUTTER STREET

Telephone OR dway 3000

## Fast Passenger and Refrigerator Freight Service

North Pacific Ports to Europe  
NEW MOTORSHIPS

"San Francisco" "Los Angeles"

"Oakland" "Seattle" "Portland"

CABIN and THIRD CLASS

HAMBURG-AMERICAN LINE

For Passage—574 Market Street  
or local agents

For Freight—Sudden & Christenson  
310 Sansome Street, San Francisco

## Geo. H. Burr, Conrad & Broom

Incorporated

Investment  
Securities



490 CALIFORNIA STREET  
SAN FRANCISCO



## Walsh, O'Connor & Co.

Members

NEW YORK STOCK EXCHANGE  
SAN FRANCISCO STOCK EXCHANGE

Direct Private Wires

225 Montgomery Street  
San Francisco

OAKLAND

LOS ANGELES

# TRADE TIPS *Foreign and Domestic*

Inquiries concerning these opportunities should be made to the Foreign Trade Department of the San Francisco Chamber of Commerce for foreign trade tips, and to the Domestic Trade Bureau for domestic trade tips. Call Davenport 15000. Please use list numbers.

## Foreign Trade Tips

17020—Dried and Canned Fruits and Vegetables.

Vancouver, B. C., Canada. Company, whose

### YOU ARE INVITED TO VISIT



549 MARKET STREET, SAN FRANCISCO  
EXHIBITS OF COMMERCIAL ARTICLES  
MADE IN JAPAN

FREE COMMERCIAL SERVICES BETWEEN  
U. S. A. AND JAPAN  
(Maintained by Japanese Government)

## F. E. BOOTH COMPANY, Inc.

Packers and Canners

Fish, Fruit, Vegetables

Executive Offices:

110 Market St. San Francisco

### PACIFIC COTTON GOODS COMPANY

152 Fremont Street

SAN FRANCISCO

### CRAIG CARRIER COMPANY

Merchants Exchange Building

SAN FRANCISCO

representative will be in San Francisco soon, wishes to represent lines of dried and canned fruits and vegetables. Business is done on "outright purchase" basis for payment against shipment.

17021—Agency for Canning Company and Fresh Fruit.

London, England. Party wants to act as agent for California firms handling the following commodities: canned fruits, fresh fruits, especially grapefruit, apples, pears, frozen fish, and eggs.

17022—Building Materials.

Brussels, Belgium. Member of a Belgian firm, who is planning a visit to San Francisco in February, desires to make connections with importers of building materials, especially iron and steel products, for whom he desires to act as buying agent in Belgium.

17023—Pickled Green Beans.

San Francisco, Calif. Company located in the Netherlands is seeking contact with importers of pickled green beans.

17024—Fertilizer.

San Francisco, Calif. A Holland dealer in fertilizers, such as nitrogenous fertilizer, bonemeal, superphosphate, cocoa residues, rough ammonites, dry blood, and peatmoss, seeks a representative on the Pacific Coast.

17025—Powder and Munitions Factories.

San Francisco, Calif. Holland designer and builder of complete powder and munitions factories wants to communicate with Pacific Coast parties interested in these lines.

17026—Woodenware, Axes, Etc.

San Francisco, Calif. A Swedish firm is asking for information concerning reliable importers of spring clothes pins, dolly pegs, rat and mouse traps, wooden wash boards, broom handles, deck and garden chairs, axes, etc.

17027—Pileyards.

Paris, France. Company wishes to buy large quantities of pileyards from a California concern not already represented in France.

17028—Chocolate.

Budapest, Hungary. Export agent of large chocolate factory is seeking connection with some firm interested in either purchasing chocolate or in taking over an agency for it, on an exclusive basis.

17029—Teas and Spices.

Bombay, India. Firms wants to get in touch with importers of Indian teas and spices.

17030—California White Pine Shelving.

New York, N. Y. Company has an inquiry from South Africa for 20,000 feet of California white pine shelving, No. 2 common rough, the specifications for which are on file.

17031—General Representation.

Los Angeles, Calif. Los Angeles firm has inquiries from Chinese concerns who wish to represent manufacturers.

17032—Central American Coffee.

Yokohama, Japan. Firm wishes to import Central American coffee from a San Francisco house specializing in coffee.

17033—Japanese Pearls.

Osaka, Japan. Firm specializing in the production of iridescent and imitation pearls

and also handling coral and culture pearls desires to make connections with importers of these commodities.

17034—General Representation.

Kobe, Japan. American citizen, who has resided for the past nine years in China, Japan, and the Philippines, with experience as manager of an import-export concern wishes to represent San Francisco firms in the Orient on a commission basis.

## BRAYTON CUTLER & COOKE

MEMBERS

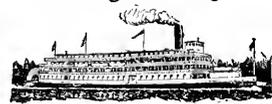
SAN FRANCISCO STOCK EXCHANGE  
SAN FRANCISCO CURB EXCHANGE

Telephone: DOuglas 8500

243 MONTGOMERY STREET  
SAN FRANCISCO

## SACRAMENTO

Leave 6:30 p.m., Daily Except Sunday  
"DeltaKing" "DeltaQueen"



One Way \$1.80. Round Trip \$3.00  
De Luxe Hotel Service

THE  
CALIFORNIA TRANSPORTATION  
COMPANY

Pier No. 3 — Phone SUtter 3880

## American Toll Bridge Co.

Builders, owners and operators of  
CARQUINEZ and ANTIOCH  
BRIDGES—Greatest Highway  
Spans in the West

OSCAR H. KLATT, President

Executive Offices:

525 MARKET STREET

Phone DOuglas 8745 San Francisco

# Kroehler Manufacturing Company 885 Charter Oak Ave. San Francisco, Cal.

Manufacturers of OVERSTUFFED LIVING ROOM FURNITURE and DAVENPORT BEDS

OTHER FACTORIES AT: Chicago, Ill.; Naperville, Ill.; Kankakee, Ill.; Bradley, Ill.; Dallas, Texas; Binghamton, N. Y.; Los Angeles, Cal.; Cleveland, Ohio; Stratford, Ontario

## Know these Firms

They represent the backbone of San Francisco and deserve your co-operation in their respective lines. They offer a personal, individual service; complete, intelligent and helpful.

### 7A—BUTCHERS

Beef, Calves, Sheep and Hogs Bought or Slaughtered on Commission

#### JAMES ALLAN & SONS WHOLESALE BUTCHERS

Office and Abattoir:  
THIRD ST. and EVANS AVE.  
Phone MI 5500 San Francisco

### 8—CHOCOLATE MANUFACTURES

#### D. GHIRARDELLI CO. SAN FRANCISCO

CHOCOLATE and COCOA  
Since 1852

### 9—CONTRACTORS

#### California Construction Co.

GENERAL CONTRACTORS

715 Standard Oil Building  
San Francisco

### 10—CRACKPROOF GARDEN HOSE



## Crackproof GARDEN HOSE

Manufactured by  
**Pioneer Rubber Mills**  
San Francisco  
Sold all over the world

### 11—ELECTRIC SIGNS

## BRUMFIELD ELECTRIC SIGN CO.

965-967 FOLSOM ST., S. F.  
WE MANUFACTURE

## OUR OWN NEON SIGNS

PATENTS APPLIED FOR

### 13—EMPLOYMENT BUREAU

#### COMMUNITY PLACEMENT BUREAU, INC.



Operated by  
San Francisco  
Employers

HUNTER-DULIN  
BUILDING  
KE arny 2800

### 14—FLOWERS

## JOSEPH'S Bon Voyage Packages

Ask us about our "PULLMAN TIN"  
Telephone DOUGL 7210  
Cable Address: "Jesflor"  
We telegraph flowers to distant cities.

### 15—GASOLINE AND OILS

## The Texas Company

518 HEARST BUILDING  
GARfield 0728 San Francisco

### 16—GLASS

#### PACIFIC COAST GLASS CO.

Manufacturers of  
**BOTTLES and JARS**

SEVENTH and IRWIN STREETS  
Phone MA rket 0327 San Francisco

### 19—HOTELS

## HOTEL ROOSEVELT

Jones at Eddy

SAN FRANCISCO'S NEW FINE HOTEL  
Every room with bath or shower  
\$2.00 to \$3.50 Garage next door

## Hotel St. Francis

Facing Union Square  
**San Francisco**  
Location — Structure  
Equipment — Service  
European Plan Rates from \$4 per day  
Management: JAMES H. McCABE

### 18A—HOTEL EQUIPMENT

Telephone MA rket 2400

Manufacturers of Kitchen Equipment for  
Hotels, Restaurants and Institutions.

China - Glassware - Silverware

**MANGRUM-HOLBROOK**  
1235 Mission Street, San Francisco

### 20—IMPORTERS

#### Edward L. Eyre & Co.

Exporters and Importers

Grain, Grain Bags, Copra Cake, Lined Meal,  
Cottonseed Cake, Mill Feeds, Steel, Oils, Beans,  
Peanuts, Mexican and Oriental Products  
518 MERCHANTS EXCHANGE  
Phone KE arny 0289 San Francisco

## TRADE TIPS

Foreign and Domestic

[continued from page 43]

### Foreign Trade Tips

#### 17035—Japanese Doll Squawkers.

Adrian, Michigan. Doll manufacturing concern desires to purchase small reed voices or squawkers that are made in Japan.

#### 17036—Central American Canned Goods Representation.

Philadelphia, Penn. Firm with offices in Honduras, Guatemala, and Nicaragua wants to obtain a connection with a manufacturer of a complete line of canned goods who is interested in being represented in Central America.

#### 17037—Ore.

Oaxaca, Oax., Mexico. Owner of mine yielding ore which averages 8% copper, 20% lead, and 25 to 30 ounces of silver wishes to interest San Francisco parties in the developing of his holdings. Sample of ore on file.

#### 17038—Japanese Beans.

Torreón, Coah., Mexico. Company desires to purchase Japanese beans and wants to communicate with interested firms.

#### 17039—Sulphur and Tinplate Agency.

Buenos Aires, Argentina. Firm wants to represent a firm producing and exporting sulphur, also a producer and exporter of tinplate.

#### 17040—Evaporated Milk and Baking Powder.

Manila, P. I. Corporation wants to represent manufacturers of evaporated milk and baking powder, who are interested in representation throughout the Philippines.

#### 17041—Oil Ranges and Lighting Fixtures.

Honolulu, T. H. Party is desirous of getting in touch with manufacturers of oil burning ranges and also with small manufacturers of lighting fixtures for dwellings.

#### 17042—General Representation.

San Francisco, Calif. Party planning a business trip to Mexico City in the near future wishes to communicate with local firms who are interested in extending their trade relations with Mexico. Interviews may be arranged.

### Domestic Trade Tips

#### D-3365—Algin.

Philadelphia, Pa. Party very anxious to get in touch with some concern engaged in the manufacture of algin, a by-product of seaweed.

#### D-3366—Grapefruit Shield.

Brooklyn, N. Y. Concern interested in securing party or firm to handle a paper grapefruit shield, "to prevent the usual spattering of juice."

#### D-3367—Merry-Go-Round.

Wichita, Kans. Party interested in securing manufacturing and commercializing firm to represent its manufacture, distribution, sale, etc., throughout such exclusive territory as they may secure, of the above products.

#### D-3368—Briquetting Machine.

Ajo, Arizona. Party offers two-thirds of briquet machine invention to company or individual who will cover cost of patent, construction and installation of one machine.

### INDUSTRIAL MAGAZINE

Edwin H. McCaffrey, for the past three years advertising manager of Western Machinery World and Eastern Advertising Manager of Pacific Marine Review, has become publisher of Western Industry.

The new magazine's board of directors includes a large number of the outstanding industrial leaders in the eleven western states.

### A Small Advertisement

may bring you large results. Mention the products you want to buy or sell in the Classified Section of "San Francisco Business."

21—ICE MANUFACTURERS

**Merchants Ice and Cold Storage Company**  
 Sansome, Lombard, Battery, Greenwich and Montgomery Streets  
 Rail and water connections with up-to-date facilities insure satisfactory service  
 Phone KE army 0374 San Francisco

**CITY ICE DELIVERY CO.**  
 135 KANSAS STREET  
 Market 6400  
 Distributors for Consumers Ice, National Ice & Cold Storage, Union Merchants Ice Delivery Co.

23—INVESTMENTS

**TUCKER HUNTER DULIN & CO.**  
 INVESTMENT SECURITIES

**"OVER-THE-COUNTER"**  
 Market Specialists  
 Unlisted Stocks and Bonds  
**MARTIN JUDGE JR. & CO.**  
 1 MONTGOMERY STREET  
 DO uglas 8760 San Francisco

**MORRIS-NOBLE COMPANY**  
*Investment Securities*

24—LANDS

**MILLER & LUX**  
 Incorporated  
 FARMING AND LIVESTOCK PROPERTIES  
 1114 MERCHANTS EXCHANGE BLDG.

**Industrial Opportunities**  
 in Industrial Lands in South San Francisco — Low Land Cost  
 San Francisco Freight Rates  
 San Francisco Switching Area  
**SOUTH S. F. LAND AND IMPROVEMENT CO.**

25A—LUMBER

**Christenson Lumber Company**  
 LUMBER - MILLWORK  
 Yards and Mill:  
 FIFTH and HOOPER STREETS  
 MA rket 0580 San Francisco

26—METALS

**Sheet Metal Manufacturing**  
 Press Work - Forming - Welding - Irrigation Pipe - Building Products - Orchard Heaters - Oil Buckets - "De Laitte" Automatic Gas Machine  
 "Vent-O-Screen Venting Screen"  
**W. R. AMES CO.**  
 150 Hooper Street MA rket 3815

26—METALS

**Federated Metals Corporation**  
 Great Western Smelting and Refining Branch  
**M E T A L S**  
 75-99 FOLSOM STREET  
 DA venport 2510 San Francisco

27—OIL BURNERS

**RAY**  
**FUEL OIL BURNERS**  
 Made in San Francisco  
 Sold the World Over  
**Automatic, Industrial, Marine Types**

28—PACKERS

**GRIFFITH-DURNEY CO.**  
 San Francisco  
**CANNED FOODS**  
 California Fruits, Hawaiian Pineapple  
 California Asparagus, California Sardines, Salmon—All Grades

29A—PHOTOSTAT SERVICE

**PHOTOSTAT COPIES**  
 Made from Letters, Legal Documents, Maps, Blueprints, etc.  
 Personal & confidential service  
**Standard Photoprint Company**  
 142 Sansome Street Sutter 1475

30—SAFES AND VAULTS

Telephones: GA rfield 3041 and 3042  
**The Hermann Safe Co.**  
 Manufacturers and Dealers  
 Fire and Burglar Proof Safes and Vaults Safe Deposit Boxes, Etc.  
 Howard and Main Sts. San Francisco

34—SOAP MANUFACTURERS

**GES SOAP**  
**GOLDEN EAGLE SOAP COMPANY**  
 Manufacturers of Soaps for Domestic and Export Trade. Special High-Grade Powders for Laundries.  
 767-781 Beach Street  
 San Francisco

35—STEAMSHIP COMPANIES

**American-Hawaiian S. S. Co.**  
 Frequent and Dependable Coast to Coast Service  
 DA venport 2900 215 Market Street

**S. S. YALE - S. S. HARVARD**  
 Super-express service between San Francisco - Los Angeles - San Diego. Also frequent sailings of giant liners between Los Angeles and Hawaii.  
**Los Angeles Steamship Co.**  
 65 MARKET ST., SAN FRANCISCO  
 Phone DA venport 4210 01-22

Joint Service of Phone DO uglas 7510  
**HOLLAND-AMERICA LINE**  
 AND  
**THE ROYAL MAIL STEAM PACKET CO.**  
**PACIFIC COAST—EUROPE**  
 "The Pioneer Refrigerator Service"  
 120 Market Street San Francisco

**LEADS for NEW BUSINESS**

*LISTED BELOW are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified.*

**DOMESTIC TRADE BUREAU OF THE INDUSTRIAL DEPARTMENT**

**Adjusters**—Ryan-Clark Co., 369 Pine.  
**Association**—San Francisco National Horse Show Assn., Hotel Whitcomb.  
**Attorneys**—Arthur D. Klang, de Young Bldg.; John L. Mace, 625 to 715 Market; R. E. Ragland, 142 to 220 McAllister; Aaron Vinkler, 220 to 628 Montgomery.  
**Auto Painting**—Bako Auto Painting Co., 83 Shotwell.  
**Auto Repairing**—De Lucca & Melnehook, 284 Valencia; A. Garibaldi, 419 Larkin; Selmer Auto Repair, Inc., 412 Grove.  
**Bath Salts**—D. Van Gelder & Co., 32 Battery to 576 Mission.  
**Bookbinder**—Hazel Dreis, 1267 Post to 2223 Franklin.  
**Books**—California Lawbook Exchange, 142 to 220 McAllister.  
**Brokers**—Ernest B. Dittes (insurance), 433 California; Ewing-Lewis Co. (hardware), 111 Sutter to 557 Market; Wm. J. Kutz (real), Hearst Bldg. to 320 Battery.  
**Candles**—Colonial Candle Co., 23 Scott to 1871 Market.  
**Chemicals**—American Cynamide Sales Co., Inc., 60 California to 280 Battery.  
**Chutes**—Hastell Spiral Chute Co., 60 California to 280 Battery.  
**Cigars**—Staple Cigar Co., 311 to 337 Sacramento.  
**Coffee**—Union Coffee Co., Inc., 475 3d.  
**Commission**—Harry Beshliss, 312 to 115 Washington.  
**Contractors**—N. C. Nicklassen (electrical), 51 to 51A Downey; N. H. Sjoberg & Son, 71 New Montgomery.  
**Decorator**—R. W. Mann, 737 London.  
**Delicatessen**—Purity Delicatessen, 1338 to 1442 Ocean.  
**Dentists**—Dr. J. A. Eason, 323 Geary to 450 Sutter; Dr. H. T. Hinnman, 323 Geary to 450 Sutter; Dr. B. D. Kelly, 513 Valencia; Dr. Josephine McIntyre, 323 Geary to 450 Sutter; Dr. Kenneth I. Nesbitt, 323 Geary to 450 Sutter; Dr. Thos. A. Stark, 323 Geary to 450 Sutter.  
**Drayman**—J. Goyette, 337 Golden Gate Ave. to 1099 Folsom.  
**Electrical**—Eagle Electric Mfg. Co., 1066 Howard to 351 9th; Haight Electric Shop, 438 to 463 Haight; Pioneer Electric Co., 2128 Market.  
**Fertilizers**—Commercial Fertilizer Co., 1655 San Bruno.  
**Finance**—Commercial Finance Co. of S. F., 1655 San Bruno.  
**Floors**—Stouhard Co., 60 California to 280 Battery.  
**Fruit**—California Fruit Selling Co., 60 California to 280 Battery.  
**Furniture**—Furniture Shop, 987 to 993 Mission.  
**Hardware**—American Hardware & Importing Co., 632 Polk; Richards-Wilcox Mfg. Co. Ewing-Lewis, 111 Sutter to 557 Market.  
**Hats**—Morris Lipsitz, 657 Hayes to 1050 Fillmore; Regal Cloth Headwear Mfg. Co., 657 Hayes to 1050 Fillmore.  
**Hotel**—Hotel Wm. Penn, 160 Eddy.  
**House Cleaning**—Jap House Cleaning Co., 1257 19th Ave.  
**Importers**—California Import Co., 60 California to 280 Battery.  
**Insulation**—Cork Insulation Co., Inc., 354 Pine.

## Leads for New Business

[continued from page 45]

**Insurance**—Arnold Calendars Co. (general), 277 Pine; Fidelity American Insurance Co., R. H. Jenkins, 111 Sansome; Industrial Insurance Co., R. H. Jenkins, 111 Sansome; Pacific Insurance Service Corp., 235 Montgomery to 111 Sansome; Trinity Fire Insurance Co., R. H. Jenkins, 111 Sansome; Universal Casualty Co., R. H. Jenkins, 111 Sansome.

**Investments**—Monroe, Harper & Burch, 315 Montgomery.

### STEEL

#### Montague Pipe & Steel Co.

Riveted Steel Pipe, High Pressure Pipe Lines, Oil and Water Tanks, Syphons, Steel Flumes, Stacks, Montague Well Casing, Water Tube Safety Boilers  
**Works: 17th and Kentucky Streets**  
 Phone Market 699, San Francisco

Office: Hobart Building Phone Kearny 0698

## PATENTS

TRADE MARKS, FOREIGN PATENTS  
**MUNN & CO.**

Suite 601 Hobart Bldg., San Francisco

## Pacific Meter Works

of  
**American Meter Company, Inc.**

*Specializing in the  
 Manufacture of Gas Meters and  
 Allied Apparatus*

495 ELEVENTH STREET  
 San Francisco, Calif.

## WESTERN PIPE AND STEEL CO.

OF CALIFORNIA

LARGEST FABRICATORS OF  
 GENERAL STEEL PRODUCTS  
 IN THE WEST

Five Factories Dedicated to Service—  
 South San Francisco, Los Angeles,  
 Fresno, Taft, and Phoenix, Arizona

San Francisco Office:  
 444 MARKET STREET

## BISHOP & BAHLER

(Incorporated September 16, 1914)

369 PINE STREET  
 SUITE 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"

**Library**—Marigold Circulating Library, 909 Sutter.

**Lithography**—Britton & Rey Co., Kohl Bldg. to 215 Leidesdorff.

**Loans**—Central Loan Co., 820 Market to de Young Bldg.

**Machinery**—Pacific Coast Salvage Machinery Co., 340 Townsend.

**Mfrs.' Agent**—T. Wandell, 821 to 833 Market.

**Market**—Avenue Meat Market, 2591 San Bruno.

**Metal**—Imperial Type metal Co., 60 California to 280 Battery.

**Motion Picture Film Exchange**—Supreme Film Co., Inc., 291 Turk to 170 Golden Gate Ave.

**Notions & Fancy Goods**—Breyer & Son, 65 1st to 42 Fremont.

**Oil**—East Coast Oil Co., S. A., 65 Market to 16 California.

**Orthodontist**—Harold E. Devlin, 323 Geary to 450 Sutter.

**Paint**—Baer Bros. (mfrs.), 60 California to 280 Battery.

**Painter**—E. W. Todd (sign), 625 Turk.

**Physician**—Dr. G. I. Isakson, 1665 O'Farrell to 911 Anza.

**Polish**—Rainbow Products Co. (auto), 1175 Market; Super Glos Mfg. Co. (auto), 710 Van Ness Ave. to 217 Hayes.

**Printing**—Block Print Press, 33 Scott to 1874 Market; E. E. Stone Press, 7 4th to 749 Market.

**Produce**—Pacific Produce Co., 525 Front to 510 Battery.

**Pumps**—United States Faucet Co. (heer), 337 Golden Gate Ave. to 1009 Folsom.

**Radio**—Radio Clearing House Co., 721 Larkin to 160 10th.

**Real Estate**—Redwood Estates Co., 2840 Geary to 1095 Market.

**Restaurants**—Joe's Cafe, 379 Ellis to 225 Mason; Kay Sandwich Shop, 39 Mason; L & H Restaurant, 2008 16th; J. E. Nielsen, 122 Embarcadero; G. Stanich, 987 Embarcadero; Tom Tin Tea Room, 732 Jackson; Winters Grill, 597 Turk.

**Rubber Goods**—Latex Products Co., 112 to 110 Stillman.

**Sheet Metal**—Exchange Sheet Metal Shop, 989 Golden Gate Ave.

**Shoes**—Anthony Shoe Shop, 151 Maiden Lane; Gardener Shoe Co., 510 Mission; Hirsch's Shoe Store, 145 Columbus; Royal-Brant Shoe Co., 1023 Market.

**Shorthand Reporters**—Foster, Mingins & Sekins, 220 Montgomery to 500 Sansome.

**Stage Line**—Lincoln Stages, Inc. of Oregon, 12 4th.

**Stenographer**—Beatrice Greenberg (public), 185 California.

**Stoves**—Florence Stove Co., 60 California to 280 Battery.

**Switchboards**—A. G. Mfg. Co., 289 Natoma to 420 11th.

**Tailors**—Bronx Tailor, 2651 Balboa to 2421 Clement; J. B. Guyoubé, 861 Kearny; House of Beau Brummel, 1522 Filmore; S. Lala-guine, 861 to 639 Kearny; Basil Wernes (ladies), 1066 to 555 Sutter.

**Vacuum Cleaners**—Torrington Co., 1066 to 1068 Howard; Torrington Vacuum Cleaner Authorized Repair Shop, 1066 to 1068 Howard.

**Vegetables**—E. Bacigalupi (wholesale), 510 Front.

**Warehouse**—Haslett Warehouse Co., 60 California to 280 Battery.

**Washing Machines**—Angelis Sales & Service Co., 1066 to 1068 Howard; Apex Factory Service Station, 1066 to 1068 Howard; Automatic Washer Repairs & Parts Service, 1066 to 1068 Howard.

**Miscellaneous**—Boradori Co., 21 to 16 California; Cleveland Tramrail S. F. Co., 16 California; Clover Mfg. Co., Ewing Lewis Co., 111 Sutter to 557 Market; Coastwise Mercan-

tile Co., 511 7th to 268 Market; Construction Device Co., 681 Market to 712 Bryant; Export Sales Corp., 311 California; Gem City Packing Co., 60 California to 280 Battery; W. C. Hauck & Co., 61 Bluxome to 280 San Bruno; Hawaii Banana & Pineapples Co., 429 Front; International News Service, 632 Mission to 71 New Montgomery; Lincoln China Co., 660 3d; Linda Product & Refining Co., 55 New Montgomery; McGrath Steel Co., 61 Bluxome to 280 San Bruno; Metropolitan Service Co., 760 Market; Dr. John Jay O'Connor, 909 Hyde; Pratt Food Co., Lewis-Simas-Jones Co., 429 Davis; Renown Laboratory of California, 1631 Hayes; Revelation Chemical Co., 710 Van Ness to 347 Hayes; San Francisco Truth Center, 210 Post to 1182 Market; Sanitary Ware Mfrs. Inspection Bureau, 116 New Montgomery; Surety Engineering Service, Inc., 111 Sansome; Treat Manufacturing Co., 3 1st to 81 1st; Dr. Marion Turney, 995 Market to 693 Sutter; R. I. Vanderbilt Co., 60 California to 280 Battery; W. Von Have, Hearst Bldg.; Whitmore Mfg. Co., 60 California to 280 Battery; Yiddish Folk Schule, Inc., 1057 Steiner.

## Transcontinental Freight Bureau Docket

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than January 16. 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. 10619, wiping rags, imported, CL, eastbound; 10650, grapefruit, oranges, lemons and other citrus fruits, CL, westbound; 10651, tin boxes, LCL, westbound; 10652, gloves, workmen's, with or without leather fingers or palms; cotton or rayon handkerchiefs, leather belts (clothing) and leather goods, mixed, CL, westbound; 10653, motor operated burners, sprayers or vaporizers, attachments for boilers or furnaces, LCL, westbound; 10654, sugar, CL, eastbound, to Hillsboro, Wis.; 10655, clothing, garment or curtain fasteners (snap fasteners), LCL, westbound; 10656, armor rods, cable clamps and cable joints, LCL and CL, westbound; 10657, talking machine record compound, in wheeled steel containers, CL, eastbound; 10658, fruits or vegetables, CL, eastbound, package requirements; 10659, wooden printing press parts, steel sand or gravel, power pumps parts, tail shafts (ship's propeller shaft) in mixed carloads with machinery, etc., westbound; 10660, coffee substitutes, CL, westbound; 10661, paper shopping bags, CL, eastbound; 10662, manganese ore, CL, eastbound; 10663, magnesite, CL, eastbound; 10664, fibre forms or shapes, viz.: camshaft gears, gear shift lever grips, upper and lower half, horn button contact ring insulators and radiator shims, LCL and CL, westbound; 10665, steel scaffold brackets, LCL, eastbound; 10666, electric driven household pumps, CL, eastbound; 10667, table runners and table scarfs, cotton or rayon, or cotton and rayon, LCL and CL, westbound; 10668, registered livestock, LCL, westbound and eastbound; 10669, shooting traps and clay targets, LCL, eastbound; 10670, carbonate of magnesium, in bags, CL, eastbound, minimum weight; 10671, rice bran and rice polish, CL, westbound; 10675 (reopened), class and commodity rates from and to points on the Quakerstown and Bethlehem R. R.; 10646 (reopened), stone, rough, and stone, sawed, hand or machine dressed and ready for building purposes but not polished, lettered or figured, CL, westbound; 10656 (amended), crude or ground mica, CL, westbound; 10633 (amended), frozen shrimp, for export, CL, westbound.

# San Francisco Business

VOLUME XX JANUARY 15, 1930 NUMBER 5

## Products Week Ushers in J. C. 1930 Program

### C. CARRIES SUNNYVALE FIGHT TO WASHINGTON

**D**URING the month of December, Arthur M. Brown, Jr., president of the Junior Chamber of Commerce, spent some time in the nation's Capital discussing the Sunnyvale site with members of the California delegation to the House of Representatives. Brown returned to San Francisco immediately before Christmas and expressed a reasonable degree of optimism in the chances of the Sunnyvale site. Commenting on the situation, Brown said: "There are two features of the fight which are most encouraging. The first is the untiring efforts being put forth by the northern California members of the House of Representatives. Headed by Congressman Arthur Free, who is ably aided by our own Mrs. Florence Kahn and Congressman Welch, and with the wholehearted support being given to Free by other members of the northern California delegation, Congressmen Harry W. Wright, Clarence Lea and Carter, the representatives from our part of the state are preparing to set forth in no uncertain terms, the merits of the Sunnyvale site as a location for the Naval Air Base on the Pacific Coast. The second cause for encouragement is the fact that four of the five members of the Committee of Experts sent to California to inspect the site for the naval base, are unqualifiedly in favor of Sunnyvale; our principal rival had but one supporter. These men being authorities on the subject of "lighter-than-air" navigation do not let personal bias nor political prejudice enter into their findings, and are solely from the facts and figures from the actual conditions which find."

### Series of Pamphlets Aids Membership Group

**U**nder its new regime the Membership Committee has inaugurated a novel feature in its campaign for a larger and more representative roster. The January saw the first of a series of pamphlets which will be followed each month by a complimentary edition and will be sent to a selected list of prospective members. The purpose is to elicit the names and activities of the Junior Chamber and to invite eligible men to participate in these activities. The first pamphlet read as follows: The Junior Chamber of Commerce offers the young business man an opportunity to associate himself with 780 men between the ages of 21 and 34 in an organization just two years old; actively engaged in a program of Industrial and Municipal Development, Municipal Improvement, Arrangement of Major Sporting Events, Aviation, and Prevention of Fire in San Francisco.

### A HAND

Who can begrudge the giving of well merited praise for distinguished service? And what Junior Chamber member will not join in a warm and hearty hand for Secretary Manager Hal Hughes? Two years and three months of brilliant progress is the history of the organization and in this most interesting development the unostentatious work of Hal stands out in bold relief. He came from Nevada with a splendid university record and highly recommended for his service to the Reno Chamber of Commerce. He has more than lived up to his advance notices and proved a most willing and self-sacrificing servant to an organization of which San Francisco is proud.

### GROWTH OF SAN FRANCISCO DEPENDS ON INDUSTRY — IS STORY TOLD BY CAMPAIGNERS FOR BAY PROSPERITY

**S**AN FRANCISCO'S Growth and Prosperity Depend on Industry"—this is the story that the Junior Chamber of Commerce will be telling during Products Week, to be held from February 15 to 22. Products Week is one of the major projects of the Junior Chamber, and it has the hearty support of all civic organizations, manufacturers, and down town stores, without whose generous cooperation the week could not succeed. It is believed by the Industrial Committee, under whose general supervision Products Week has been organized, that the average citizen of San Francisco has very little comprehension of the vital part industry plays in the growth and prosperity of the city. Products Week is one of the means used in helping to arouse an industrial consciousness in the minds of the people. Prosperous industries attract new enterprises. Growing and prosperous industries attract new people to work in the factories. Payrolls are increased. Merchants do a greater volume of business. More raw materials are needed. New business comes to the railroads and steamship companies. Transporting the raw materials to the factories, and then in distributing the manufactured products. Real estate increases in value. The banks increase their deposits. Insurance companies write more policies. And everyone, directly or indirectly, shares in the growing prosperity of the city.

### JOHN LINCOLN HEADS PROJECT

Products Week is under the general direction of the Industrial Committee, which Gano Baker is chairman. Every member of the Industrial Committee takes part in the work. The actual organization and detailed direction of week's activities fall upon John Lincoln, Products Week chairman, and upon his hard-working assistants, Mervin Rosenbaum is chairman of the Display Section and has a large group of enthusiastic men under him working to secure the needed window space in the down town store. Richard Laist is chairman of the Manufacturing Section.

[continued on inside pages]



LEADERS OF SAN FRANCISCO PRODUCTS WEEK

Left to right—Mervin Rosenbaum, Chairman Display Section; Herbert Mitchell, Chairman Products Week Publicity; Gano Baker, Chairman Industrial Committee; Richard Laist, Chairman Manufacturing Section, and John Lincoln, Products Week Chairman.

### RECORD CROWD ATTENDS ANNUAL DINNER OF THE JUNIOR CHAMBER OF COMMERCE

**H**ISTORY was made the night of Wednesday, January 8. That was when the Junior Chamber of Commerce held its annual dinner, and none of those who attended the joyful get-together at the Press Club will soon forget the wonderful party the committee engineered. The fire prevention, aeronautics, executive and sports committees came in for some well-bred razzing at the hands of Dan Evans. There was excellent music by Ambrose Witmer, featuring Don Hutton's violin solo, while the radio broadcasting program nearly broke up

the party. California and Stanford entertainers also put on some first rate amusement.

### HAAS AND BARTLETT ADDRESS CHAMBER

In their more serious moments the Junior Chamber heard President Brown introduce Mr. Haas of the Chronicle, and President Bartlett of the Press Club; listened to reports from committees (nautical, marine, industrial, sports, aeronautics, fire prevention) and followed them with resolutions. They also heard Mr. Benedict, assistant manager of the [continued on inside pages]

### Special Group Named to Sponsor San Francisco Open Golf Tournament

A special Golf Committee has been appointed to work under the supervision of the Sports Committee in completing the arrangements for the San Francisco Open Match Play Championship Tournament to be held the latter part of this year. The exact date and place is to be announced later. This tournament is sponsored by the Professional Golfers' Association, Charles Fay, Jr., is chairman of the committee and is assisted by McClure Kelly, Ed. Rielly, Harold Havre and B. J. Frankeheimer. The extreme success of the 1929 Berkeley Open has proved a decided impetus in the move to bring more tournament to the bay region. Doubt prevailed to some time as to the degree by which northern fans would support matches of the sort but now that the way has been paved it is believed that it is only a matter of time before the San Francisco Metropolitan District rivals southern California in attracting to country's golf talent.

San Francisco, Calif.  
Public Library  
Civic Center

# SAN FRANCISCO BUSINESS

[San Francisco Junior Chamber of Commerce Issue]

JANUARY 15, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone DA venpor 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

Published once each month as the San Francisco Junior Chamber of Commerce Issue of San Francisco Business at 211 Merchants Exchange Building, San Francisco, California.

Editor - Robert Coons

**Associate Editors**

Theodore Brower F. E. Conolly John Gompertz Louis Reynolds

Chairman, Publicity Committee - H. R. Given, Jr.

**Officers of the San Francisco Junior Chamber of Commerce**

President - - - A. M. Brown, Jr. Second Vice-President - J. A. Folger  
 First Vice-President - J. H. Threlkeld Third Vice-President - Ralph M. Grady  
 D. H. Hughes, Secretary-Manager Frank A. King, Assistant Secretary-Manager

**Directors**

Gano R. Baker, Thomas J. Bannan, Lloyd H. Berendsen, A. M. Brown, Jr., Lloyd W. Dinkelspiel, Milton H. Esberg, Jr., Daniel W. Evans, J. A. Folger, H. R. Given, Jr., Ralph M. Grady, John J. Heffernan, W. E. Jason, Jr., Thomas Larke, Jr., Fred Mahr, Ferd Marwedel, Wilson Meyer, Martin S. Mitau, Porter Sesonon, Frederic E. Supple, J. H. Threlkeld, Alex J. Young, Jr.

## OBSERVATIONS



We've heard a lot of New Year's resolutions in the past three weeks, but the best idea we can think of for 1930 is to do the first job presented as in the best fashion possible and then look around for another.



Those who reflect on 1929 accomplishments won't have so much time for 1930. Nor will those who brood over last year's mistakes.



A representative and sincere ambassador is the best advertisement the San Francisco Junior Chamber could have in our neighbor and more distant states. That's the role President Merrill Brown filled in his recent eastern trip. The trip was made at his own expense and the time devoted to Chamber interests taken from that allotted to his own business.



Two men, highly esteemed in their chosen fields, one thirty-three and the other thirty-eight years old, recently asked us how they could become members of that live Junior Chamber outfit. The first we will welcome but regret that our rules prevent the latter from becoming one of us. A compliment to the Chamber and something to live up to. There must be many more and younger men who would welcome an invitation to join us.



There's not one of us but would profit directly or indirectly by San Francisco's industrial growth. Products Week is a very concrete means of advertising the city's ability and readiness to welcome new enterprises. Many members will be requested to assist in making the project a success and many more will volunteer when they consider its far-reaching benefits to themselves and to San Francisco.

## Committee Meetings from January 20 to February 21, 1930

- January 20—Executive, Publicity.
  - January 21—Fire Prevention, Industrial, Products Week, Program.
  - January 22—Board of Directors.
  - January 23 — Marine, Membership, Aeronautics.
  - January 24—Municipal Affairs Section.
  - January 27—Executive, Publicity.
  - January 28—Fire Prevention, Products Week, Industrial, Program.
  - January 29—Board of Directors.
  - January 30—Municipal Affairs, Marine, Sports.
  - February 3—Executive, Publicity.
  - February 4—Fire Prevention, Program, Products Week, Industrial.
  - February 5—Board of Directors.
  - February 6—Membership, Marine, Aeronautics.
  - February 10—Executive, Publicity.
  - February 11—Fire Prevention, Products Week, Industrial.
  - February 11—GENERAL MEMBERSHIP COMMUNITY CHEST DRIVE LUNCHEON.
  - February 12—Board of Directors.
  - February 13—Marine, Municipal Affairs, Sports.
  - February 17—Executive, Publicity.
  - February 18—Fire Prevention, Industrial, Program.
  - February 19—Board of Directors.
  - February 20—Marine, Membership, Aeronautics.
- PRODUCTS WEEK, Feb. 16 to 22

## Growth of San Francisco Depends on Industry

[continued from page 1]

facturers' Section which contacts the manufacturers wishing to display their products. Herbert Mitchell is chairman in charge of Products Week publicity.

Both the Display Section and the Manufacturers' Section have been hard at work. Several joint meetings have been held and a number of separate meetings. According to Chairman Rosenbaum, the important stores have all signified the cooperation by giving generously of their windows, and more space is being lined up, now that the holiday season is past. Chairman Laist reports that 125 manufacturers have already indicated the desire to exhibit their products, and a large number more will unquestionably be signed up within the next few weeks.

### HOOVER'S LEAD FOLLOWED BY LOCAL ENTHUSIASTS

President Hoover by his recent conferences with key men in different industries has shown what can be done by organized and intelligently directed effort to mobilize public opinion and instill confidence in the inherent soundness of America's prosperity. The prosperity of San Francisco industry is well founded. San Francisco has the advantages of geographic location, unsurpassed harbor, excellent climate, and a large, fertile hinterland. But these natural advantages will be greatly minimized unless the people of San Francisco are industrially minded and demand for the city a government which is efficient, one which passes and enforces legislation necessary if industry is to expand and grow; one which will break down the barriers to easy transportation; and one which will secure for the city proper fire protection in all sections and the abundance of cheap water needed for large industries. Also, those agencies endeavoring to bring new industries to San Francisco and that they area should receive a more widespread and generous support.

San Francisco will lead in the development of the Pacific Coast, if its citizens are industrially minded.

And by being industrially minded it meant that they are to lead in the active creation of sentiment which will crystallize itself into the accomplishment necessary to attract foreign enterprise to this region. The organizers of Products Week and those who will bear the responsibility for its success depend upon the wholehearted cooperation of not only those who will benefit directly by the industrial growth of the city but by those as well, who have a wholesome interest in San Francisco's commercial progress.

## Junior Chamber to Conduct First "Chest" Luncheon

Again distinctly honored, the Junior Chamber has been invited to conduct the luncheon meeting opening the Community Chest Drive.

Realizing the importance of this event, both to our organization and to the community, the Program Committee is already at work preparing elaborate plans to make this the occasion of a most interesting meeting.

February eleventh has been designated as the day and though the place has not as yet been decided upon, we owe it to ourselves and to our organization to dignify the occasion with our presence.

Leland W. Cutler, chairman of the Community Chest Campaign Committee, will be the principal speaker. Mr. Cutler's talk on the Community Chest will more fully set forth the "Chest" importance to San Francisco and the results accomplished.

No solicitation of funds will be made nor will there be any solicitation of workers. The sole purpose of this meeting is to get together a live group of San Francisco-minded young men who can and will start the drive off with a real demonstration of enthusiasm.

If you are interested in San Francisco, you will be present.

## Record Crowd Attends Annual Dinner of J. C.

[continued from page 1]

Chamber of Commerce, and Fire Chief Brennan of San Francisco.

Dinner, which was served at 7:30, was improved by contributions of produce supplied by the Schwartz Ginger Ale Co. and the Golden Gate Beverage Co.

Other and more tersely-chosen entertainment met with considerable response from the entire assembly, and by the time the round of entertainment was complete it was reported that the affair had succeeded in cementing acquaintance in friendship among those present.

The committee has already personally expressed its appreciation to those who gave their time and efforts to the stage of the program and wishes to do so again publicly.

## Welcome to New Members

The Junior Chamber of Commerce welcomes the following new members who have joined the ranks from December 14, 1929, to January 10, 1930:

- J. G. Evans, Standard Oil Co. of California; H. P. Faye, American Factors, Ltd.;
- E. B. Gilchrist, Standard Oil Co. of California; William James Hayes, Bank of California; W. V. Lithgow, Wells Fargo Bank & Union Trust Co.; R. M. Miilu, Standard Oil Co. of California; J. D. Mitchell, The Union Ice Co.; J. F. Phelps, Standard Oil Co. of California; Everett C. Van Every, Y. M. C. A. Hotel.

# FACTS and CRACKS



President A. M. Brown, Jr., of the San Francisco Junior Chamber of Commerce, only returned from a business trip to New York. We're glad to have you back, Bill.

At the last meeting of the Board of Directors, Milton Esberg, Jr., past president, was appointed to represent the Junior Chamber as National Councilor in the United States Junior Chamber of Commerce.

Due to the press of business, Tom Larke tendered his resignation as chairman of the Fire Prevention Committee. Bob Mason has been appointed to fill the vacancy thus created. Bob has some very big shoes to step into and we wish him every success.

Norman Cleveland of the Sports Committee is leaving for the Orient on business. As he plans to be away about two weeks, the Junior Chamber will lose a valuable man.

Excited Fireman: Hey, Buddy, where's the nearest fire plug?

Tom Larke: I donno, but let my wife drive your truck around the block. She'll look at one.

Harry A. March on his return from the National Air Show at Mexico City reports that San Francisco was the only California city represented there. On behalf of the San Francisco Junior Chamber he presented the official flag of San Francisco which will be kept as a perpetual memento of good will.

Among some of the better suggestions is Floyd Dinkelspiel, chairman of the Sports Committee, at the annual banquet of last week were:

A past season fire between the San Francisco Fire Department and the Fire Prevention Committee.

A tree planting contest between the Gripmen of the Pacific Avenue cable cars.

Purely such creative genius deserves more than the bits of approval thrown his way.

The Program Committee is still looking for the person who slipped a plate under Merrill Brown's gavel.

Frank Flynn, former superintendent of Mills Field and a member of the Aeronautics Committee, has opened offices to practice aeronautical law.

## Publicity Committee Has Representatives on All J. C. Standing Committees

Many questions have come to Mr. H. R. Given, Jr., chairman of the Publicity Committee, from those who are curious to know how the Junior Chamber manages to handle this phase of the business so successfully without any paid publicity men.

The secret of the whole thing lies in the organization of the committee itself and the administration of that organization by Mr. Given.

The organization is not highly centralized thus permitting the freedom of action necessary in publicity. At the same time this lightens the work on the part of each individual so that members usually only have one big project a year.

There is a member of the Publicity Committee assigned to each committee of the Junior Chamber. He attends all meetings of that committee and is fully responsible for any publicity that particular activity may receive. Once a week all members of the Publicity Committee meet to discuss matters of policy and ways and means.

The structure of the organization demands the chairman do very little writing himself. It is arranged for him to keep himself free from the details of any one affair in order that he may be available to his subcommittee men at all time to pass upon copy or policy. Thus, without impeding the movement of business, the chairman becomes the focal point for all organization activities.

Those now serving under Mr. Given are Alvin M. Binder, membership; Theo. Brower, Jr., publication; T. E. Connolly, Jr., publication; H. Nelson Cook, daylight saving; Robert B. Coons, publication; John L. Gompertz, publication; T. W. Handley, fire prevention; Terry M. Hogue, program; Willard L. Johnson, municipal affairs; Herbert H. Mitchell, industrial; Webster K. Nolan, aeronautics; Gerald J. O'Gara, marine; Rogers P. Parratt, sports; Jack Rose, publicity; Lewis B. Reynolds, publicity; F. M. English, aeronautics.

Who would ever have suspected that Gerry O'Gara was such a brilliant and stentorian orator. Certainly no one present at the banquet will forget that Harbor Day was one of the outstanding successes of the year.

Fred Supple, chairman of the Aeronautics Committee, through the courtesy of the Standard Oil Company, recently conducted an air tour of the bay district for the new airport committee of the Board of Supervisors. Mr. E. J. Spaulding is the chairman of the new committee.

Extra!! It was reported that Alex Young attended a meeting of the Board of Directors of the Junior Chamber recently.

Don Evans, chairman of the Program Committee, recently returned from a trip south, where he spent the holidays. Al Hargreaves ably carried on in his absence.

It is with regret that we report the recent illness of Charlie Eckart of the Marine Committee. We wish him a speedy recovery.

John Levison's ascendancy to the secretary-treasurership of the Golf Association merits "Chamber-wide" congratulation.

### WHAT'S WRONG?

With the Junior Chamber?  
With its Committees?  
With its projects past and contemplated?

### What Can You Suggest?

To improve the Junior Chamber?  
To improve its Committees?  
To enlarge its scope and increase the effectiveness of its activities?

Everyone hears this or that criticism and many suggestions but few reach those who could most profit by them. This publication invites your letters whether criticism, suggestion or inquiries regarding the operation of the organization and will print a few of them each issue. Address messages to Junior Chamber Issue of San Francisco Business.

## Municipal Affairs Committee Accomplishes Action for Ending Stockton Street Tunnel Menace

Through the effort of the Municipal Affairs Committee and Mr. F. J. Wolf who is a member of that committee the Board of Supervisors of San Francisco approved of an appropriation of \$10,000 for the rehabilitation of the Stockton Street Tunnel. This work is to include the cleaning of the tunnel, repairing and modernizing the lighting conditions, as well as repairing seepage conditions.

The Stockton Street Tunnel has been in extremely bad condition for several years and little or no attention paid to its upkeep. It has been one of the worst places for holdups in the city on account of the very poor lighting facilities as well as accidents. This is generally considered a step in the right direction and the Junior Chamber of Commerce appreciates the cooperation which the City Fathers have accorded them in putting this through.

Various bodies have periodically received requests to undertake remedial measures for this standing menace and it is to the credit of those who sponsored the move that definite corrective steps have been inaugurated.

## Transcontinental Freight Bureau Docket

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than January 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. 10672, plate or sheet steel pipe, U. S. standard gauge No. 7 or thicker, and pipe fittings or connections, valves, etc., mixed carloads, westbound; 10673, sulphate of ammonia, CL, westbound; 10674, electric water heater parts, CL, eastbound; 10675, bathtubs, CL, westbound; 10676, high temperature bonding mortar, for export, CL, westbound; 10677, borax, CL, eastbound, refining-in-transit; 10678, butter, CL, eastbound; 10679, steel shoes having wooden top and steel-step with wooden top, folded, packed in cartons, L.C.L., eastbound; 10680, steel rabbit butches, K.D., and steel poultry feeding batteries, K.D., CL and L.C.L., westbound; 10681, music stands, L.C.L.,

[continued on page 4]

## Specifications Available

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

For supplying the Panama Canal with various kinds of timbers and lumber to be delivered by steamer, free of all charges, on dock at either Cristobal Harbor, Isthmus of Panama. Bids are submitted to the Panama Canal Office of the General Purchasing Officer, Washington, D. C., and will be opened January 23, 1930.

For supplying the War Department with one electric driven refrigerator compressor unit to be delivered and installed twenty days after award of contract. Bids are to be submitted to the U. S. Engineer Office, California Fruit Building, Fourth and J Streets, Sacramento, and will be opened January 21, 1930.

For supplying the War Department with subsistence supplies to be delivered by March 20 at various posts throughout California. Bids are to be submitted to the Quartermaster Supply Office, San Francisco General Depot, Fort Mason, San Francisco, and will be opened January 28, 1930.

For supplying the War Department with miscellaneous castings. Bids are to be submitted to the U. S. Engineer Office, California Fruit Building, Sacramento, and will be opened January 23, 1930.

For supplying the War Department with one portable galley range (complete) to be delivered to U. S. Engineers, Sacramento. Bids are to be submitted to the U. S. Engineer Office, California Fruit Building, Sacramento, and will be opened January 22, 1930.

For supplying the War Department with subsistence supplies to be delivered from March 3 to 8 at Fort Mason for shipment to the Canal Zone and Honolulu. Bids are to be submitted to the Quartermaster Supply Office, San Francisco General Depot, Fort Mason, San Francisco, and will be opened January 23, 1930.

For supplying the War Department with miscellaneous supplies to be delivered at Fort Mason. Bids are to be submitted to the Quartermaster Supply Office, San Francisco General Depot, Fort Mason, San Francisco, and will be opened January 20, 1930.

For leasing five seining sites on Sausalito in the Estuary of the Columbia River. Bids are to be submitted to the Quartermaster, Fort Stevens, Oregon, and will be opened February 17, 1930.

For purchasing the U. S. S. Mayflower (the President's yacht) located at the Navy Yard, Philadelphia, Pa. Bids are to be submitted to the Bureau of Supplies and Accounts, Navy Department, Washington, D. C., and will be opened January 25, 1930.

For supplying the Panama Canal with marble and bronze work to be delivered at the earliest possible date to either Cristobal or Balboa, Isthmus of Panama. Bids are to be submitted to the Panama Canal Office of the General Purchasing Officer, Washington, D. C., and will be opened January 25, 1930.

For supplying the War Department with 113,000 gallons of gasoline to be delivered in Government owned drums to any commercial dock or pier, San Francisco, for shipment to Manila during February, 1930. Bids are to be submitted to the Quartermaster Supply Office, San Francisco General Depot, Fort Mason, San Francisco, and will be opened January 21, 1930.

# Foreign and Domestic TRADE TIPS

Inquiries concerning these opportunities should be made to the Foreign Trade Department of the San Francisco Chamber of Commerce, DA venport 5000, list numbers being given.

## FOREIGN TRADE TIPS

### 17043—Representation.

San Francisco, Calif. Firm with headquarters in New York is interested in any good manufactured line that can be used for export purposes. Have offices all over the world and want exclusive representation. Would be prepared to pay against documents and handle all details of the sale, shipment, etc.

### 17044—General Representation.

New York, N. Y. Party who for fifteen years has maintained an export sales organization with agents in nearly every country in the world offers his services to local manufacturers of branded specialties. Booklet fully describing his organization is on file.

### 17045—Cheap Clothing.

San Francisco, Calif. Firm in Brussels, Belgium, is anxious to make a connection with large importing houses handling very reasonably priced ready made clothing for the negro, Chinese, and white workingman trade, such as shirts, trousers, khaki suits, etc.

### 17046—Balm for Horses.

San Francisco, Calif. French manufacturer of a clearizing balm for horses' wounds is seeking an agent for the Pacific Coast.

### 17047—Agency for Fabrics.

San Francisco, Calif. Bank in Milan, Italy, is inquiring for the names of reliable firms in a position to act as agents for a manufacturer of webs—stuffs for furniture, hangings, mattresses, napkins, spreads, etc.

### 17048—Machine Cleaned Akhund Cotton or Kapoc.

Karnachi, India. Firm is anxious to contact importers of electrically cleaned Akhund cotton (kapoc or milkweed).

### 17049—Embroidered Kashmir Numdah Rugs.

Ambritsar, India. Company is interested in contacting importers of embroidered Kashmir Numdah rugs. Size and price on file.

### 17050—Kites.

Des Moines, Iowa. Company is interested in buying 500 or 1000 imported Chinese or Japanese kites.

### 17051—Hand Painted Articles.

Shanghai, China. Manufacturer of expensive, high grade hand painted wall decorations, hand painted ladies' dress material, and hand painted fancy articles such as silk pictures and albums, wants to communicate with interior decorators, good wallpaper dealers, department stores, and ladies' dress shops.

### 17052—Canned Clams and Oysters.

Fukukoka-ken, Japan. Party who cans clams and oysters and who has been exporting through agents is anxious to make a direct connection with an importer of these articles.

### 17053—Antimony Lampstands.

Tokyo, Japan. Manufacturers of artistic antimony lampstands are desirous of getting in touch with importers of this commodity.

### 17054—Representation in Oriental or Pacific Countries.

Batavia, Java. Man having excellent recommendations, having formerly served in various American diplomatic offices, wishes to get in touch with American firms who require an active and energetic representative, either in one of the Pacific countries or as their general Oriental or Pacific representative. He can speak most European and a number of Oriental languages fluently.

### 17055—Rabbits and Rabbit Skins.

Karioti, N. P., New Zealand. Party wants to contact importers of rabbits, and also importers of rabbit skins both chinchilla and ordinary wild rabbit.

### 17056—Racing Cycles.

Auckland, New Zealand. Party who has a patented cycle which he says is the fastest ever made is anxious to make a connection here.

### 17057—Representation in Australia.

Victoria, Australia. Party established as a manufacturers' agent wants to represent San Francisco producers of the following lines: automatic labor saving machines for factory, office, and home; also, rayon artificial silk and yarn, cotton yarn, piece goods, etc.

### 17058—Fish Representation.

San Francisco, Calif. Merchant of Guayaquil, Ecuador, desires to represent California packers of sardines, salmon, oysters, shrimps, codfish, etc. Local references.

### 17059—Agency.

San Francisco, California. Party located in Guayaquil, Ecuador, wishes to act as agent for packers of fish of all kinds.

### 17060—Wheat and Corn.

Oregon, Sonora, Mexico. Company is in the market for a few carloads of hard wheat and corn. They request samples and quotations, f.o.b. shipping ports.

### 17061—Potatoes.

Monterrey, N. L., Mexico. Firm is in the market for several carloads of potatoes.

### 17062—Wattle Bark, Oak Bark, and Oak Bark Extract.

Seattle, Wash. Firm with connections in Japan wants to get in touch with some firm handling wattle bark. They are also interested in getting supplies of oak bark and oak bark extract.

### 17063—Blankets.

Quincy, Mass. Party is interested in learning the names of exporters of blankets. He manufactures all wool blankets of the camping type.

## DOMESTIC TRADE TIPS

D-3369—Table and Fancy Linen Account. Honolulu, T. H. Commission man in Islands is desirous of securing account for table and fancy linen and bolt goods.

### D-3370—Representation.

New York, N. Y. Manufacturer of infants' and children's wear, selling to the various chain store organizations, jobbers and the basements of department stores, are seeking representation in San Francisco. Would prefer resident salesmen.

## Transcontinental Freight Bureau Docket

[ continued from page 3 ]

westbound; 10682, fuel cleaners (car-buretor attachments to cleanse fuel for internal combustion engines), L.C.L. east-bound; 10683, corn oil cake and meal, and flinned oil cake and meal, CL, westbound, transit; 10684, potatoes, CL, westbound; 10685, vegetable oils, CL, eastbound; 10686, derricks (gas or oil well), K.D., tanks, K.D., or tank towers and structural iron or steel, CL, westbound; 10687, barytes, CL, eastbound; 10688, fish meal, CL, eastbound; transit; 10689, semi-elliptic springs, CL, westbound; 10690, cotton hatters, CL, westbound; 10691, windmills, K.D., or parts thereof, also necessary articles to equip same, in mixed carloads with machinery, etc., westbound; 10692, stove boards in mixed carloads with stoves, etc., westbound; 10693, refrigerators, CL, eastbound; 10694, tarpaulins (used), in bags, returned, L.C.L. westbound; 10695, packing house products in peddler cars, westbound; 10131 (reopened), soya bean oil, CL, westbound; 10646 (amended), sulphur (not refined or manufactured), CL, westbound.

## Very Latest Leads for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified. Domestic Trade Bureau of the Industrial Department.

**CORRECTION**  
Lighting Fixtures — L. A. Hufschmidt Mfg. Co., previously reported as having moved from 476 Hayes to 3211 Mission, in error. Present address, 476 Hayes.

Advertising — Auerbach Advertising Agency, 294 Turk to 170 Golden Gate Ave.

Antiques—Old Venice Shop, 517 to 525 Sutter.

Art Metal Work — Ramona Art Metal Works, 1343 Grove.

Attorneys—Edward S. Aaron, 68 Post; E. Bianchi, Jr., de Young Bldg. to 40 Kearny; John V. Copren, 582 to 620 Market; Paul C. Dana, 111 Sutter; Donald K. Lippincott (patent), 620 Market to 57 Post; Joseph I. McNamara, 14 Montgomery to 68 Post; Thos. S. Molloy, 625 Market to Bank of America Bldg.; John O'Brien, 1 Montgomery; Jas. P. Sweeney, 14 Montgomery to 68 Post; Walter J. Walsh, Hearst Bldg.; Wheeler & Slack, 11 Montgomery.

Auctioneers—Sam Levey Co., 316 Mission.

Auto Body Builders—M. J. Mendes Co., 600 Fulton to Van Ness Ave. and Eddy.

Auto Cleaning—Auto Cleaning Co., 413 Fulton.

Auto Repairing—Kosh & Mooney Co., 719 Golden Gate Ave. to 666 Eddy.

Automobiles—O. A. Dunkel (used cars), 62 8th.

Barber Shop — Hotel Stewart Barber Shop, 353 Geary.

Batteries—Union Battery Co., 227 Shipley to 299 6th.

Beauty Parlors—Artistic Beauty Shop 1112 Fillmore to 1870 Geary; Elma Beauty Shop (Elma Hammond), 16 Geary; Hollywood Beauty Salon, 216 O'Farrell to 177 Post; Norman & Sullivan, 513 Valencia to 821 Market.

Broker — Alfred de Taube (diamond), 935 Market.

Building Specialties—Window Muffer Co., 582 Market to 72 2d.

Condy's—A Van Cromphaut, 2907 Folsom.

Children's Wear—Geo. S. Dundon, 833 Market.

Church—Unity Temple, 465 Post to 26 O'Farrell.

Cigars—Marx Bros. Cigar Co., Inc., office, 124 to 18 Eddy.

Cleaner—Christ Riza, 1144 Sutter to 1812 Clay.

Cleaning and Repairing—K. H. Shimmon & Son (Oriental rugs), 837 Clement. Coal—Brown Bros. Coal Co., 548 Clement; Dawley Coal Co., 517 Monterey Blvd.

Contractors—Harvey A. Klyce, 74 New Montgomery to 666 Mission; Frank J. Reilly, Golden Gate Park.

Cotton Goods — Lamport Mfg. Supply Co., 22 Battery to 49 4th.

Dance Studio—Kashara Studio of dancing, 560 Geary.

Decorator—Rino G. Lanzoni (interior), 517 to 525 Sutter.

Dental Laboratory — E. S. Parks, 323 Geary to 870 Market.

Dental X-Ray—Edmund Cooper, 450 Sutter.

Dentists — Dr. Joseph F. Atkinson, 235 Montgomery to 135 Stockton; Dr. Garnet R. Bassett, 291 Geary; Dr. E. A. Berendsen, 890 to 350 Post; Dr. V. E. Britz, 235 Montgomery to 135 Stockton; Dr. Harold R.

Cuffield, 870 Market to 323 Geary; Mervyn Friedenber, 516 to 450 Su Dr. H. E. Frisbie, 323 Geary to 450 Su Dr. Roland M. Grapentin, 291 Geary 870 Market; Dr. Josephine McIntyre, Geary to 450 Sutter.

Diamonds—Security Diamond Co., to 935 Market.

Dutch Art—Gerard Van Zuylen, 51 525 Sutter.

Electrical—Electric Mfg. Co., 966 sion to 34 Dore; Electrical Research P ucts, Inc., 25 Taylor to 1 Montgomery

Engineer—E. A. Austin (mining), Market to 72 2d.

Finance—Continental Finance Corp. Calif., 399 to 301 Golden Gate Ave.

Fish—Chesapeake Fish Co., 2737 Ta to 1261 Broadway.

Fruit—Copa de Oro Fruit Co., 85 2d 910 Battery; Directo Co., 2036 Fillmore

Furniture—Acme Furniture Co., 225 2169 Mission; I. Braachman, 1967 Su

Glue—Pacific Glue Mfg. Co., 436 Cl entina.

Gravel—Bode Gravel Co., foot of L enworth.

Grocers—Associated Food Stores, of and warehouse, 131 Franklin to 600 1 ton; James-Front Co. (wholesale), Drumm to 235 Force; J. Moran, 2235 2269 Chestnut; San Francisco Groc Co., 131 Franklin to 600 Fulton.

Gypsum—United States Gypsum t 765 Bryant to 480 2d.

Hats—Supreme Hat Co., 731 Market.

Hotels—Bush Hotel, 515 Bush; Car Hotel, 128 3d.

Instruments — Frisco Mfg. Co., 1 (musical), 244 to 246 Eddy.

Insurance — Roy Arnold (auto), 1 Market; Proria Life Insurance Co., Market to 111 Sutter; Chas. A. Quize 234 Bush.

Lighters—Douglash Co. (cigarette), Montgomery to 278 Post.

Loans—Beed-Lovell Co., 821 Market. Mfrs.' Agent—H. Fleming, 3 City H Ave.

Market—California Street Market, 3 California to 3685 Sacramento.

Medical Gymnast — Hjalmar Joha son, 350 Post.

Metal—Precipitating Metals Co., Lt 995 Market.

Milk Products — Nestles Food C Premium Store, 1065 Mission.

Millinery—Rose Millinery Co., 1640 1618 Fillmore.

Optical Goods—Sellstrom Mfg. Co., Valencia.

Painter—C. S. Farris, 430 Judah to 14 9th Ave.

Paints—C. L. Duncan & Co., 171 2d 1001 17th.

Photographers—Babyland Studios, 1 O'Farrell; Packard Studio, 833 Market 179 O'Farrell.

Physicians—Dr. Hubert R. Arnold, 8 Market to 450 Sutter.

Plows—Rotary Plow Mfg. Co., 582 Ma ket to 72 2d.

Plumber—Louis Bernstein, 1114 to 11 Buchanan.

Produce — Makins Produce Co., 3 Davis to 21 California; Paramount Pr duce Co., 1665 O'Farrell.

Publicity—Conitt & O'Hara; Gillet Bldg.; Williams Publicity Bureau, 6 Mission.

Publishers' Rep.—John M. Branha 507 Montgomery to Kohl Bldg.

Real Estate—Charles W. Davis, 145 Su ter to 465 California; W. W. Frankl 2906 Fulton; George Livree, 157 Sutter 255 Montgomery; S. J. Whitling, 465 Ca fornia.

Restaurants—American Cafe, 301 Edd; Bangard Restaurant, 1820B Post; Cleme Grill, 415 Clement; J. G. Sandwich Sh 220 Montgomery; Nineteenth & Gen Coffee Shop, 5506 Geary; Offenbach Radio Barn, 1452 Market; Winter's Gri 200 Hyde.

Rugs—Art Fluff Rug Mfg. Co., 1847 1803 Market; Fresno Rug Mfg. Co., 1847 1803 Market; Kerr Rug Mfg. Co., 1847 1803 Market.

## Furniture Week Will Attract Dealers Here from 11 Western States January 27

### \$40,000 in Awards for Horse Show

500 of America's Finest Performers Coming in Feb.

ACTIVE preparations for the San Francisco Second National Horse Show, now definitely scheduled for February 15 to 22 at the State Armory here, are being carried forward, with indications pointing to an entry list of close to 500 of America's finest high bred show ring performers.

The prospective increase in the number of entries over the total enrolled in the first San Francisco National Show last winter will represent a gain of more than one-third and give the event one of the most important fields of contenders ever brought together at a western horse show.

Horse fanciers with the means to back their enthusiasm, together with numerous other individuals and firms in the city, are contributing to an array of stakes and trophies that will aggregate \$40,000 in value.

Attracted by the promise of a class of competition that will add strongly to the records of the winners, many of the leading owners of nationally famous stables have sent in requests for entry blanks. According to show officials, every class will be filled with horses capable of providing the keenest competition for first honors.

Action and spectacular features that will appeal to the general public as well as the experienced horse lover are being arranged by the San Francisco National Horse Show Association, of which Peter B. Kyne, famous western novelist, is president. A colorful variety of events is promised for each of the performances.

Technical arrangements for staging the show in the big auditorium of the Armory have been completed.

### S. F. to Have Foreign Trade Week in Feb.

Special Program of Education Planned for School Pupils

THE dollar value of the United States foreign trade approximates ten billion dollars annually and a half a billion, or five per cent of the total, passes through the Golden Gate, according to George S. Williams, president of the Foreign Trade Club of the San Francisco Chamber of Commerce, in a statement proclaiming the period of February 16 to 22 next as "Foreign Trade Week" in San Francisco.

This half a billion dollar business is done by producers, manufacturers and merchants, importers and exporters of the San Francisco Bay area, says Williams.

Williams and the other 500 members of the Foreign Trade Club are striving to awaken the community to the tremendous importance of foreign trade to San Francisco and the state, and are waging a campaign not only among the groups above mentioned, but the individuals in other walks of life. A special program of education is being arranged for students of San Francisco's schools, so that the young people will be brought to the realization that Foreign Trade is one of the principal assets of the community and that every dollar coming in through this source adds to the general prosperity of the community.

In his statement, Williams also calls attention to the fact that the United States Government has assisted, by legislation, American ship operators to build up the merchant marine in preparation for future greater foreign trade growth, and that because of the ever-increasing demand for men trained in foreign trade, the young men of the community should be educated for foreign trade careers.

### It Isn't Your Town, It's You

If you want to live in the kind of town  
Like the kind of town you like,  
You needn't slip your clothes in a grip  
And start on a long, long hike.  
You'll only find what you left behind,  
For there's nothing really new.  
You knock yourself when you knock your town—  
It isn't your town, it's you.

Real towns aren't made by men afraid  
Lest somebody get ahead.  
If every one works and no one shirks  
You'll raise a town from the dead.  
If, while you make your personal stake,  
Your neighbor makes his, too,  
Your town will be what you want to see—  
It isn't your town, it's you.

—From a publication of the Regina Board of Trade, Saskatchewan.

### Census Director to Address Chamber of Commerce

DIRECTOR W. N. Stewart of the United States Bureau of Census, will be speaker guest at a luncheon to be given by the San Francisco Chamber of Commerce and the Commercial Club, Friday, January 31, at 12:15 o'clock, in the Commercial Club.

Invitations were mailed out yesterday by President Almer M. Newhall of the Chamber of Commerce, to manufacturers, wholesalers and retailers of

"There is a growing need for the community to appreciate the significance of foreign trade to our national economy—characterized by a high degree of efficiency, mass production, need of foreign markets for our surplus production, and importance of keeping labor steadily employed, and with these facts in mind the Foreign Trade Club, which is dedicated to the purpose of encouraging, extending and promoting foreign and seaborne trade, has set aside February 16 to 22 as Foreign Trade Week in order to bring this particular field of activity forcibly to the attention of San Francisco and all the Pacific Coast," concluded Williams.

San Francisco. The invitation reads in part as follows:

"The cooperation of San Francisco business units is necessary in taking the next manufacturers census and census of distribution for the year 1929. For the first time there will be a regular census of distribution for the United States, and attendance of retailers and wholesalers, as well as manufacturers, is urged.

"Statistical and engineering divisions of corporations which the Chamber of Commerce is endeavoring to interest in this area, use the official census figures for the San Francisco area as final and conclusive. This means that an ample and complete report of our manufacturing and distribution figures is of utmost importance to every citizen of San Francisco."

Director Stewart will be accompanied to San Francisco by Robert M. Davis, statistical editor of the McGraw-Hill Publishing Company and chairman of the special committee on census information appointed by the National Advisory Committee on the Census of Manufactures and Distribution. The officials will be here January 30 and 31, and it is expected they will complete plans for the starting of census taking here on April first.

### Eight Floors Of New Styles In Furnishings

Hundreds of Buyers Will Visit S. F. for Annual Conference

JUST as styles in hats and automobiles change from season to season and year to year, and as long hair gives place to the bob and "bobbed" skirts to longer ones—

So, the "restless generation" demands new styles yearly in furniture. This desire for "something new and different" is the motivating force which will bring the up-to-date furniture dealers from the eleven western states to their semi-annual conference in San Francisco, January 27 to February 1.

"Modern women want their house furnishings to be in style just as they want their hats to be up to the minute. And they know how to keep their homes in style," explained Harry Moore, chairman of the Furniture Section of the San Francisco Chamber of Commerce Industrial Committee.

The hundreds of retail furniture men who will pour into San Francisco during "Furniture Week" will discuss better methods of serving the desires of our modern housewives. The use of more and better newspaper advertising to inform women what is correct will be emphasized at the daily meetings.

Entirely filling the eight floors of the San Francisco Furniture Exchange, hundreds of spring style furniture exhibits will be shown from factories throughout the country. Here dealers visiting the "Furniture Style and Market Center of the West" will examine the furniture which will make up the Spring Style Shows to be a feature of every progressive furniture store during the coming spring months.

San Francisco, Calif.  
Public Library  
Civic Center

# SAN FRANCISCO BUSINESS

JANUARY 22, 1930

Published weekly by the San Francisco Chamber of Commerce, 265 Merchants Exchange, Telephone Davenport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

## Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Foreign Trade Department of the San Francisco Chamber of Commerce for foreign trade tips, and to the Domestic Trade Bureau for domestic trade tips. Call Davenport 5000. Please use list numbers.

### Foreign Trade Tips

**17063—Dried Fruits.**

San Francisco, Calif. Bankings concern has an inquiry from France concerning the names of exporters of prunes, dried apricots, raisins, and dried apples.

**17064—Hard Butters.**

Marseille, France. Manufacturer of vegetable butters for chocolate making is desirous of finding a market for them here. Prices and chart showing melting point, etc., on file.

**17065—Household Linens.**

New York, N. Y. New York office of French organization is inquiring for a list of local specialty shops handling high class household linens.

**17066—Food Products**

**Representation.**

Koeln am Rhein, Germany. Party wishes to represent exporters of dried fruit, canned fruits and vegetables, and other foods in Westphalia and Rhineland.

**17067—Bristles.**

Hamburg, Germany. Party desires connection with importers of bristles for shoe-making purposes.

**17068—Canned Fish.**

Athens, Greece. Party wants to represent packers or exporters of shrimps, oysters, salmon, mackerel, sardines in tomato sauce, etc.

**17069—Malabar Coir Mats**

**and Matting.**

Alleppey, S. India. Firm is inquiring for the names of importers of Malabar coir mats and matting.

**17070—Cocoanut Fibre.**

New York, N. Y. Company that is agent for large cocoanut fibre manufacturers in the Near East wants to contact importers of this commodity.

**17071—Oriental Rugs.**

**Tapestries, and Linens.**

Corpus Christi, Texas. Party is interested in learning the names of importers of or dealers in oriental tapestries and linens, and Japanese or Chinese rugs.

**17072—Chemicals, Grass and**

**Celluloid Goods.**

San Francisco, Calif. Japanese firm located in Osaka desires to contact dealers in chemicals for manufacturing industries, chemicals for medical purposes, natural chemicals, grass and celluloid goods, and general merchandise.

**17073—Electric Light Globes.**

Seattle, Washington. The representative of a manufacturer of incandescent globes located in Tokyo is in this country to establish direct connections with importers of this product.

**17074—Leather Bill Folds.**

North Hollywood, Calif. Company is in the market for men's bill folds made of leather and

imported from Japan. Purchase to be made immediately.

**17075—Secondhand National**

**Cash Registers.**

Osaka, Japan. Party is desirous of contacting dealers in used and rebuilt National cash registers.

**17076—Rattan.**

Davao, Davao, P. I. Party wants to communicate with importers of rattan or manufacturers of rattan products.

**17077—Label Printing.**

Wellington, N. Z. Party wants to contact firms printing labels. A sample of the kind desired is on file.

**17078—Precious Stones.**

Sydney, N. S. W., Australia. Jeweler handling precious stones and particularly black opals (which won the grand prize at the Panama Pacific Exposition) wishes to make connections in this city.

**17079—Message Boxes.**

Sydney, N. S. W., Australia. Manufacturer of novelty message boxes to be used in connection with farewells from those on board steamers to friends on dock is prepared to sell the U. S. A. rights. They are used as a medium for advertising.

**17080—Brown Onions.**

Havana, Cuba. Company wishes to communicate with exporters of Australian brown onions, wishing representation in Cuba.

**17081—Raisins.**

Kingston, Jamaica. General merchant wants to get in touch with packers of raisins who export. Reference.

**17082—General Merchandise**

**Agency.**

Tegucigalpa, Honduras. Party is desirous of securing an agency for an exporter of general merchandise.

**17083—Flour Representation.**

Tegucigalpa, Honduras. Party wishes to represent in Honduras manufacturers or exporters of flour.

**17084—General Representation.**

Tegucigalpa, Honduras. Party desires to represent in Honduras California manufacturers and exporters.

**17085—Green Coffee.**

Guatemala, C. A. Company handling green coffee wants to make connections with Pacific Coast coffee roasters.

**17086—Turtle Food Products.**

Hatiba, Canal Zone. Party is in a position to furnish in any quantity cooked turtle meat in turtle oil packed in 50-lb. cans; also concentrated turtle soup in 5-gallon tins, and wishes to find a market for it in San Francisco.

**17087—Chinese and Japanese**

**Jewelry.**

C. Juarez, Chih., Mexico. Firm desires to contact whole-

sale dealers in Japanese and Chinese jewelry.

**17088—Japanese Beans.**

Chihuahua, Mexico. Commercial organization requests that samples and prices be sent to them by firms interested in marketing beans in Chihuahua.

### Domestic Trade Tips

**D-3371—Representation.**

New York, N. Y. Publishing company looking for reliable sales organization to sell directory in this city.

**D-3372—Distributor.**

Indianapolis, Indiana. Distributor for malted milk who covers the soda fountain trade in and around San Francisco desired.

**D-3373—Auto Supplies.**

Berkeley, Calif. Party looking for connection with a manufacturer or wholesaler of auto supplies, parts, equipment, or accessories, who has new territory to develop, or old territory to work more intensively.

**D-3374—Representative.**

New Albany, Ind. Company in the market for a representative to handle complete line of equipment for varnish making, paint and lacquer.

### REVENUE FREIGHT LOADING

Complete reports for the year show that 52,789,789 cars were loaded with revenue freight in 1929, according to the ear service division of the American Railway Association.

This was the largest number of cars loaded with revenue freight on record, except for 1926, when there were 53,098,819 cars, an increase of 269,030, or 0.6 per cent above the total for 1929.

Freight traffic in the last year measured by the number of cars loaded was an increase of 1,199,902 cars, or 2.3 per cent above 1928, and an increase of 1,153,983 cars, or 2.2 per cent above 1927.

"The heavy movement of freight in 1929 was handled with the greatest efficiency ever reported by the railroad systems of this country," says the division. "Not only were fewer trains and locomotives required, in proportion to the amount of traffic handled, but the average load per train was higher and freight shipments were moved over the rails with the greatest promptness ever attained by the railroads."

Loading of revenue freight exceeded one million cars in 18 separate weeks in 1929, compared with 21 weeks in 1928. In 1927 there were also 28 weeks in which loading exceeded one million cars.

## Transcontinental Freight Bureau Docket

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than January 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 10696, absorption of loading charges on import freight at north coast ports, (time limit); 10697, lumber and lumber products, C.L. eastbound, stopping-in-transit to complete loading at points on Sacramento Northern Ry. (west of Chippis, Calif.); 10698, chlorate of sodium, C.L. westbound;

Subject listed below will be considered by Standing Rate Committee not earlier than January 20:

Docket No. 10699, post office lock box fronts, L.C.L. westbound; 10700, clothes drying racks, metal or metal and wood combined, folded flat, L.C.L. westbound; 10701, stone, rough-quarried, etc., C.L. eastbound; 10702, bird houses, set-up, L.C.L. westbound; 10703, lumber and other forest products from Wilderville and Waters Creek, Ore. (California & Oregon Coast Ry.); 10704, class rates from California to eastern Canada; 10705, plasterboards and wallboards, C.L. westbound; 10706, tractors, C.L. westbound; 10707, aluminum automobile

parts in mixed carloads with aluminum and aluminum articles, westbound; 10708, iron or steel grader blades, C.L. westbound; 10709, boxes (lumberboard, pulpboard or strawboard), corrugated or other than corrugated, C.L. westbound; 10710, bath tub hangers or supports, iron or steel, in carlots or boxes, L.C.L. and C.L. westbound; 10711, fish oil, C.L. eastbound, from Hueneue, Calif. (Ventura County Ry.); 10712, boring bars (hand power bench tool which answers the purpose of a power drill), K.D., in crates, L.C.L. eastbound; 10713, lumber and other forest products, north coast to A. T. & S. F. Ry. stations in New Mexico, C.L. eastbound; 10714, quarry tile, C.L. eastbound; 10715, bentonite and diatomite, C.L. eastbound; 10716, persimmons, C.L. eastbound, storage-in-transit; 10717, ground barytes, C.L. eastbound; 10718, wooden fence posts, C.L. westbound; 10719, rates from and to stations on Wisconsin Power & Light Co. (electric); 10720, citrus fruits, C.L. eastbound, California to Yarmouth, N. S.; 9891 (reopened), addressograph plates (composition metal), L.C.L. westbound; 10663 (amended), motor operated burners, sprayers or vaporizers, attachments for boilers or furnaces, L.C.L. and C.L. eastbound.

## Specifications Available

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

For supplying the War Department with paint and fire hose to be delivered at Fort Mason at the earliest practicable time. Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, and will be opened January 27, 1930.

For supplying the War Department with miscellaneous supplies to be delivered at Fort Mason by March 20, 1930. Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, and will be opened February 6, 1930.

For supplying The Panama Canal with bars, pipes, pumps, motors, sanitary fixtures, boilers, asbestos board, pneumatic tires and inner tubes, to be delivered at either Cristobal or Balboa. Bids are to be submitted to the Office of the General Purchasing Officer, The Panama Canal, Washington, D. C., and will be opened February 4, 1930.

For supplying the War Department with subsistence supplies to be delivered at various posts throughout California.

Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, and will be opened February 3, 1930.

For supplying the War Department with subsistence supplies to be delivered to various posts throughout the western states by March 20. Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, and will be opened February 10, 1930.

The Treasury Department, Office of the Supervising Architect, Washington, D. C., will open on February 25, 1930, bids for the construction, except elevators, of the main building, attendants' quarters, boiler house and laundry of the United States Marine Hospital at San Francisco, and the supplying of the following equipment for the hospital building: new laundry and machinery equipment, new kitchen and dining room equipment, electric refrigerators, sterilizing equipment throughout the building, gas ranges and small gas stoves, fire alarm system, and inlaid floor covering for the entire hospital. The complete specifications and drawings may be seen at the U. S. Marine Hospital, 11th Ave. and Lake Street, at the office of the Materiel Officer.

# LEADS for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified.

## DOMESTIC TRADE BUREAU OF THE INDUSTRIAL DEPARTMENT

**Accountants**—William Dolge & Co. (certified public), 369 Pine to 465 California; Thomas & Moore (certified public), 369 Pine to 465 California.

**Advertising**—All Language Advertising Co., Associated Publishers, 235 Montgomery; Henry B. Swartz, 703 Market.

**Artist**—Alfred E. Day (commercial), 417 Montgomery.

**Association**—Barbers' & Beauty Supply Dealers' Assn. of No. Calif., 133 Geary.

**Attorneys**—Frank B. Austin, 1895 California; Elystus Lyon Hayes Law Offices, 235 Montgomery; Evangeline Morris, 220 Montgomery; Frank Orwitz, 882 to 821 Market.

**Auto Parts**—Jordan Auto Parts & Service Agency (Harry A. Goff), 1476 Pine.

**Auto Repairing**—Joe Estrada, 55 to 140 Valencia; Paul Rehs, 854 Ellis.

**Auto Wrecking**—Duboce Auto wrecking Co., 62 Duboce.

**Automobiles**—Chevrolet Motor Car Agency, General Office, 399 to 301 Golden Gate Ave.; Robert A. Smith, Inc., General Office, 399 to 301 Golden Gate Ave.; Stutz Northern California, 1900 Van Ness Ave.

**Bakeries**—J. K. Miller, 4683 Mission; Wonder Bread Bakery, 1521 Bryant.

**Barber Shop**—Sanitary System Barber Shop, 2409 to 2445 Irving.

**Beauty Parlors**—Cruse & Rainsford, 150 Powell; Reed's Beauty Parlor, 920 Van Ness Ave.

**Beverages**—Val Blatz Brewing Co., 217 Front.

**Boilers**—Kewanee Boiler Corp., 635 Mission to 637 Minna; Boxes and Cartons—M. Krueger & Co., 200 Davis to 150 Erie.

**Brokers**—Russell Blake & Co. (investment), 127 Montgomery; J. J. Loftus & Co., 405 Montgomery; Jack Orwitz & Co. (insurance), 582 to 821 Market.

**Cabinets**—Liberty Mill & Cabinet Co., 62 Oak Grove to 1475 Fairfax.

**Carpets**—Anatolia Carpet Co., 165 Post.

**Chemists**—Healy & Moore (pathological), 325 Chenery; Chiropodist—Dr. Jos. F. Dashiell, 908 Market.

**Chiropractor**—Dr. Frank X. Furlan, 995 Market.

**Cigars**—Joe Crowe, 2808 Mission; W. Gallagher, 1601 Market.

**Cleaners**—Golden Bear Cleaners, 810 Geary; R & Z Cleaners & Dyers, 190 14th.

**Clothing**—M. Weiman, 77 6th; Contractor—F. L. Hansen, 637 Minna to 282 7th.

**Dancing**—Natalie D. Carosio, 429 Sutter.

**Dentist**—Dr. Leon G. Guenin, 323 Geary to 450 Sutter.

**Dieticians**—Bowering & Crichton, 1409 Union to 391 Sutter.

**Dressing**—Lynch Bros., 281 2d to 1148 Howard.

**Dresses**—Sally's Frocks, 225 Geary.

**Dry Goods**—Murray & Grace, 1126 Polk to 3167 16th.

**Express**—Jordan Park Express Co., 1775 Geary.

**Fur Goods**—Leopard Fur Shop, 321 Divisadero to 468 Ellis.

**Hotel**—William Taylor Hotel, Leavenworth and McAllister.

**Importer**—C. U. Martin, agent, 635 Mission to 637 Minna.

**Insurance**—Frank Michelini, 5827 Mission.

**Investment Securities**—R. P. Boyer & Co., 703 Market; H. C. Buck & Co., 105 Montgomery; Franklin Investment Co. Alexander-Coplin & Co., 235 Montgomery.

**Jewelry**—H. Greenbaum Co. Ltd. (novelty), 210 Post.

**Labels**—J. J. Cash, Inc., 821 Market.

**Loans**—German American Bldg.-Loan Assn., 883 Market; Hillman Auto Loan Ltd., 1610 Van Ness Ave.

**Machine Shop**—Orth Machine & Tool Works, 2168 to 2189 Folsom.

**Mens Furnishings**—Morris Thau Co. (wholesale), 515 Mission.

**Meters**—American Liquid Meter Co., 635 Mission to 637 Minna.

**Motors**—Backes Motor Co., 928 Van Ness Ave.

**Novelties**—California Art Novelty Co., 153 Kearny to 330 Mission.

**Paints**—W. P. Fuller Co., 538 Clement.

**Petroleum**—Stratton Petroleum Corp., 68 Post.

**Poultry**—Santa Cruz Poultry & Egg Co., 330 Davis to 310 Washington.

**Printers**—Walter D. Klein Co., 1578 Folsom.

**Publishers**—Associated Publishers, 235 Montgomery.

**Pyrometers**—Thwing Instrument Co., 635 Mission to 637 Minna.

**Radio**—C & R Radio Laboratory, 696 3d to 684 3d; Chancellor Radio Co., 1509 Divisadero.

**Restaurants**—Kentucky Grill, 62 3d to 61 3d.

**School**—Lewis Hotel Training School, 565 Geary.

**Sheet Metal Work**—Excelsior Sheet Metal Works, 4360 to 4260 Mission.

**Shipping**—E. J. Linden Co., 112 Market.

**Signs**—Universal Sign Co., 283 2d to 1148 Howard.

**Soap**—Super Soap Co., 1302 Fulton to 1701 Eddy.

**Soda Fountain**—Charles E. Hires Co., 49 Main to 200 Davis.

**Steam Specialties**—R. J. Ziegler Co., 635 Mission to 637 Minna.

**Stenographer**—Selma Wolff, de Young Bldg.

**Studio**—Dolores Vocal Studio, 2517 Mission.

**Sugar**—Cary Maple Sugar Co., 112 Market.

**Tailors**—Roberts Tailoring Co., The Lawrence Tailoring Co., 1182 Market.

**Theatre**—New Colma Theatre, Colma.

**Trusses**—Drs. Poole, Gillette Bldg.

**Underwear**—Raybert Garment Co. (dadies), 760 Market.

**Valves**—Homestead Valve Mfg. Co., 635 Mission to 637 Minna.

**Vegetables**—Gomshin & Jevarian (wholesale), 491 3d.

**Window Cleaning**—Bay Cities Window Cleaning Co., 75 Russ.

**Miscellaneous**—American Fork & Hoe Co., 461 Market; Architects Construction Service, 111 Sansome; Bay Sea Foods Co., 1985 Mission; Dr. Arthur E. Bowring, 391 Sutter; L. N. Bradley, 3 City Hall Ave.; Percy J. Brown, 1 Montgomery; California Gardens, 150 5th; California Hot Springs Corp., 369 Pine; California Irrigated Farms, 461 California to 405 Montgomery; Canton Products Co., 1239 9th Ave.; Chapeaux de Clare, 210 Post; Charles Brumby Co., Inc., 638 Mission; Chintz Shop, 2025 Fillmore; Civic Chamber of Economics, 821 Market; Classic Food Store, 1709 Polk; Louis J. Cohn, plant, 1 De Haro; Columbus Coated Fabrics Corp., 22 Battery; Dr. May C. Crichton, 391 Sutter; Frank Dinger, 747 Geary to 1235 Bush; Dutch Galleries, 1141 Sutter; Exclusive Porcelain Crown & Bridge Studio, 870 Market; Fisher Governor Co., 635 Mission to 637 Minna; Food Machinery Corp., 70 Pine; Fulton Slyphon Co., 635 Mission to 637 Minna; R. Harris, Fell and Van Ness Ave. to 14th and Folsom; Kodascope Libraries, Inc., Eastman Kodak Stores, Inc., 211 Battery to 545 Market; Dr. Charles H. Lewis, 490 Post; Monarch Marking System Co., 821 Market; New Victoria Importing Co., 515 to 513 Mission; Newspaper Promotion Features Co. Associated Publishers, 235 Montgomery; Wm. J. O'Brien, 220 Montgomery; Prominent Mfg. Co. (J. C. Shreifer), 153 Kearny; Sharpe Mfg. Co., 921 Polk to 557 Market; Dr. John E. Skaff, 457 Sutter; Dr. Effie Sutherland, 148 Turk to 150 Ellis; Geo. Wallace, 1010 Sutter to 1235 Bush.

### Cummings Returns as S. F. Hotel Executive

Frank W. Cummings, Jr., has been appointed assistant to L. W. Huckins, president of the Huckins-Newcomb Hotel Company, operating Hotel Sir Francis Drake in San Francisco, according to recent announcement.

Mr. Cummings for the past two and one-half years has been associated with the El Cortez Hotel in San Diego as manager, having started his work there when the El Cortez was mid-way under construction. Mr. Cummings completed, installed, organized, equipped and opened the hotel and has been most successful in its operation.

Cummings' hotel affiliations dates back to the Hoffman House in New York City where he was born. His father was, at

that time, manager of this old landmark which has since been destroyed and replaced with a magnificent office building. Cummings, Jr., was also associated with the La Salle Hotel in Chicago, and with the Canadian Pacific Railway Hotel Department with headquarters in the Royal Alexandra Hotel in Winnipeg, where, for seven years, he had charge of operations in the western division.

Mr. Cummings received his early education in San Francisco schools.

During his many years on the Pacific Coast he has made a host of friends in the hotel fraternity. He is an active "hotel greeter" and a member of the Hotel Men's Association.

Mr. Cummings extends a cordial invitation to any hotel operator, manager, assistant manager or greeter, whether he be from California, the neighboring states or those in the East or mid-West, to make Hotel Sir Francis Drake his home in San Francisco.

## Industrial Development

Reported by the Industrial Department

### CORRECTION

**American Aniline Products Co.**—B. T. Sherry erroneously reported as manager. L. B. Levy is in charge of the local branch office.

### NEW INDUSTRIES

**The Paramount Manufacturing Company**, 6259 Mission Street, recently established in San Francisco for the manufacture of steel bathroom cabinets and Venetian mirrors, and will serve this city and vicinity. Mr. Wm. Renstedt is sales manager of the new concern.

**Pacific Tailoring Corporation, Ltd.**, are now manufacturing coats for the tailors in this city. The office is located at 132 Kearny Street and factory at 592 Howard Street. This company, under the management of Mr. Harry V. Wolff, employs thirty-five people at the present time.

### EXPANSIONS

A two-story reinforced concrete building is under construction at Mariposa near Bryant Street for **Best Foods, Inc.**, of this city. The building, containing 2500 square feet to a floor, will afford the company extra space for warehousing and shipping operations. **Best Foods, Inc.**, whose products are famous throughout the country, has headquarters at 297 14th Avenue, New York City, with factories at San Francisco, Chicago, Illinois, and Norfolk, Virginia. Vice President H. U. Braudreth is manager of the local branch factory.

**Boericke & Runyon Company**, 880-882 Folsom Street, manufacturers of homeopathic medicines, are now in a position to distribute 750,000 tablets daily through the installation of new machinery and equipment costing some \$2000. Executives of this firm claim to have the largest plant of its kind west of

St. Louis. Increased capacity of daily output was necessitated by increased export business to Australia, South Sea Islands, and Latin America. This concern was established in San Francisco in 1870, affiliated at that time with Boericke & Runyon Company of New York City. About ten years later the affiliation with the New York company was severed and the local company has been operating independently ever since.

Significant of San Francisco's industrial growth is the new million-dollar expansion of **Heintz & Kaufman, Inc.**, manufacturers of scientific radio apparatus and equipment, who have begun operations in their new manufacturing plant at South San Francisco. This concern, established in San Francisco since 1903, has grown so steadily that it was necessary for them to expand to this extent. Four separate buildings have been erected on the six-acre tract of land which they purchased from the South San Francisco Land & Improvement Company some months ago; a factory building, containing 30,000 square feet of floor space; laboratory building with 1500 square feet; "wash house" containing 1500 square feet; and an attractive administration building which occupies 1250 square feet of floor space. New machinery and equipment giving every modern convenience has been installed in this new institution where 125 men and women are employed. Executives of the firm are, Mr. Ralph M. Heintz, president and manager, Mr. Jack Kaufman, vice president, secretary and treasurer, and Mr. C. L. Watson, assistant manager.

### NEWS NOTE

**W. R. Ames & Company** has just shipped a carload of Bolton orchard heaters to Chico, California, the first of a shipment of many carloads which will leave the Ames plant this season. This heater which is made in San Francisco at 150 Hooper Street, in a plant which covers an acre of floor space, is playing an important part in protecting California's fruit crop against frosts. The company states that during the past several years shipments have been made through all parts of California, Oregon, and Washington, as well as Florida, Georgia, and other eastern states. It is claimed that during the last season when there were heavy losses due to frost the growers who used heaters in their orchards saved their crops and made large profits. At the present time it appears that this San Francisco plant will shortly add a night shift to take care of seasonal demand.

### Drafts in Foreign Trade

The publication of a brochure, "Drafts in Foreign Trade" has been announced to the Foreign Trade Department by the authors, Marvin and Bergh. The pamphlet is very complete and should interest all foreign traders. Copies may be secured through the Foreign Trade Department.

# U. S. Steel & Bethlehem Choose San Francisco the Center of the Western States for their Western Headquarters



Strategically located San Francisco, long known as the financial, Federal Reserve, insurance and industrial headquarters of the Pacific Coast for many types of industry, is now Western headquarters for the steel industry.

This choice by two outstanding national steel companies, confirms the judgment of more than 1,500 national firms who maintain branch factories, warehouses, offices, and Western headquarters in San Francisco.

Radiating from San Francisco the same air, rail, water and motor transportation systems which make speedy distribution to the majority of the 12,000,000 people of the Western States more economical from San Francisco, also permits executives and salesmen to visit the maximum of territory from this city in minimum of time.

As your part in President Hoover's prosperity campaign, it will pay to investigate the possibilities of developing new Western business through the locating of a district office in San Francisco.

Upon request confidential information regarding markets, rental charges for office and warehouse space, land and building costs, and prevailing wages for office and factory employees will be furnished.



## **INDUSTRIAL DEPARTMENT**

**San Francisco Chamber of Commerce**



## Committee of 49 Launches Program For Development of S. F. Bay Area

### Kroehler Co. Expansion in S. F. Forecast

**\$5,000,000 Purchase Presages Further Development**

**A**NNOUNCEMENT of the acquisition of the \$5,000,000 Luce Furniture Company of Grand Rapids by the Kroehler Manufacturing Company, a world's largest manufacturer of living room furniture has just been received by the Chamber of Commerce Industrial Department from President P. E. Kroehler of the manufacturing plant.

The Luce Company is a nationally known concern which has long been active in the production of bedroom and dining room furniture in its three Grand Rapids, Michigan plants. Under the expanded concern's plans the Grand Rapids plants will continue to operate under the management of the former president, Martin Dreggs, assisted by Secretary-Treasurer J. H. Houll.

Accompanying this announcement of the Luce purchase, President Kroehler states that his company plans to acquire other factories in the same line as the Luce concern in the South, Southeast and Southwest.

A complete line of household furniture will be made in these plants, and extensively advertised, and the same range of price and quality as in the present Kroehler line is to be maintained.

"This recent purchase by Kroehler should presage a greater development of their San Francisco plant to manufacture a new line of bedroom and dining room furniture," stated Chairman L. O. Head of the commerce body industrial committee today. "We expect to exercise the same degree of initiative in persuading this concern to expand its operations here as were evident at the time we were largely instrumental in urging it to purchase the Continental Furniture Manufacturing Company in 1924."

### British Industries Fair, 1930

LONDON AND BIRMINGHAM  
FEBRUARY 17 to 28

**T**HIS annual trade fair at which all the principal British manufacturers exhibit, consists of two sections, one at London and the other at Birmingham, which are open concurrently.

Over 50 trades and some 1200 individual firms exhibit at the London section in what may be termed the light industries such as cutlery, toys, perfumery, textiles, etc. It is now held at Olympia, where a large new four-story addition has been built to house this important annual fair.

The Birmingham section consists of 10 groups of trades such as engineering, electricity, transport, etc. The roofed-in space covers 11 acres and contains the stands of about 900 firms.

Commercial visitors from overseas are welcome and an invitation card and free passport visa will be furnished upon application to the British Consulate-General, 310 Sansome Street, San Francisco.

A copy of the special advance edition of the fair catalog may be consulted at Foreign Trade Department of the Chamber of Commerce.

Members of the San Francisco Chamber of Commerce who plan to visit the 1930 Fair will be given letters of introduction and certificates indicating that they are official delegates of the San Francisco Chamber of Commerce.

### Chicago and San Francisco Chambers Pledge Closer Commercial Relations

**A**N exchange of telegrams between the San Francisco Chamber of Commerce and the Chicago Association of Commerce on January 29 marks the beginning of a closer commercial tie-up between the great commercial midwest center and San Francisco.

The message from the Chicago Association to the Chamber of Commerce reads as follows: "Chicago, Key City of the midwest, greets San Francisco, Key City of the Far West. A continually rising factor in American international trade, our community recognizes in your enterprising

city a comrade in the promotion of American influence. We would appreciate a message from you to be read to members and guests at our luncheon today."

(Signed)  
Col. Robert Isham Randolph, President.

President Almer M. Newhall of the San Francisco Chamber of Commerce replied as follows:

Col. Robert Isham Randolph, President, Chicago Association of Commerce, Chicago, Ill.

Greatly inspired by your most timely and opportune [continued on page 4]

In April of 1927 the Kroehler concern opened the million-dollar factory on the Bayshore boulevard in the Paul Tract where it is now located. Here more than 200 employees are busy making a complete line of living room furniture. The company's local payroll approximates a half million dollars per year.

Other plants operated by the Kroehler Mfg. Co., in handling its twenty-million-dollar per year business are located in Chicago, Ill.; Naperville, Ill.; Kankakee, Ill.; Bradley, Ill.; Dallas, Texas; Binghamton, New York; Los Angeles, California; Cleveland, Ohio; Stratford, Ontario and Montreal, Quebec.

### Chicago, New York Offices Will Represent Nine Bay Counties

**T**HE industrial development program of The Committee of "49" for the San Francisco Bay Metropolitan Area was launched Monday with announcement of plans to open permanent offices in Chicago and New York through which the advantages of the bay district will be sold to middle western and eastern business men, financiers, manufacturers and industrial leaders. The nine bay counties represented in The Committee of "49" are laying plans to raise a pool of \$52,000 immediately to:

- Finance the eastern offices through 1930;
- Establish a statistical and research clearing house for the metropolitan bay area here to work with the eastern sales offices;
- Meet the costs of a master survey of the industrial and marketing assets and opportunities of all the nine bay counties, cities and communities.

The preliminary outline of this master survey presenting this area as a single economic unit, something unprecedented in the history of the bay area, has been completed. When this survey is completed, it will present for the first time the whole San Francisco Bay industrial and marketing area as a homogeneous economic and social unit wiping out the political lines of county and municipal divisions so anachronistic and confusing in modern industrial development yet maintaining the individual identities and advantages of each community. This survey, officers of The Committee of "49" stated, will not supersede or replace past or future surveys of the individual counties and cities of the bay area, but, rather amplify, unify and project them upon the industrial mind of America.

#### UNIFIED EFFORT

"In addition to the opening of Chicago and New York offices, which will be manned by competent staffs, and the creation of the master survey," said Chairmen E. B. Field and Almer M. Newhall, presidents, respectively of the Oakland and San Francisco Chambers of Commerce, in a joint statement, "The Committee has instructed its Committee of Five to devise ways to co-ordinate national advertising of bay area advantages now being carried on by organizations in the various counties so as to unify them in purpose and synchronize them with the sales efforts of our eastern offices and our clearing house here. This advertising, like the faster survey, would then maintain and promulgate the individual financial, business, marketing and industrial identities and resources of the separate communities of the Metropolitan Area, each gaining strengthening advantages from its association with the whole.

"We feel that in offering and entering upon this program of 'merchandising' the metropolitan area surrounding San Francisco Bay, we are taking a most important, yet a most natural, forward step in the economic development of Pacific Coast industry and prosperity. We have an impressive fact and figure story probably unequalled by any other natural in-

[continued on page 4]

San Francisco  
CLEAR CENTER,  
California State Library,  
OUTRO BRANCH

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange, Telephone Davenport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

**Foreign TRADE TIPS Domestic**

Inquiries concerning these opportunities should be made to the San Francisco Chamber of Commerce for foreign trade tips, and to the Domestic Trade Bureau for domestic trade tips. Call Davenport 5000. Please use list numbers.

**Foreign Trade Tips**

**17089—Vases and Bases.**

Carmel, Calif. Party is interested in purchasing vases and bases, that can be made into lampstands, imported from France, England, Belgium, India, China, and Japan.

**17090—Dried Fruits and Spices.**

Laredo, Texas. Commission house is very anxious to make a connection with an importer of dried fruits and spices. They are also interested in Japanese crockery.

**17091—Canned Sausages.**

Tipton, England. Manufacturer of preserved provisions for export is desirous of finding a market for canned sausage.

**17092—Canned, Dried, and Fresh Fruits Agency.**

Nantes, France. Party wants to represent a firm handling canned, dried, and fresh fruits, particularly California apples.

**17093—Wire and Wire Rope.**

Hamburg, Germany. Company wants to make a connection with an importer of wire and wire ropes of steel, iron, copper, aluminum, etc.

**17094—Dried Salt Water Fish.**

Shanghai, China. Company is in the market for any kind of dried fish, such as shrimp, salt herring, squid, abalone, etc.

**17095—Tea.**

Hongkong, China. Firm is in a position to supply large quantities of Chinese tea of "Mandarin" quality. Prices and local reference on file.

**17096—Oriental Toys, Novelties, and Curios.**

Houston, Texas. Store is in the market for Oriental novelties for its toy and gift department.

**17097—Down Blankets, Pillows, and Cushions.**

Vokohama, Japan. Manufacturers of down wares such as blankets, pillows and sofa cushions filled with down and feathers of fowl desire to contact importers of lines of this kind.

**17098—General Representation.**

Vokohama, Japan. Company wants to represent producers of coffee, canned goods, dried raisins, dried apricots, California pencil cedar slate, and other commodities of interest to the Japanese market.

**17099—Japanese Merchandise.**

Vokohama, Japan. Firm wishes to make a connection with an importer of aluminum ware, bamboo ware, basket ware, beads and necklaces, bronze and cloisonne ware, brush ware, carpets and rugs, celluloid articles, damascene ware, electrical goods, enameled ware, feathers, glass ware, lacquered ware, lanterns,

paper goods, toys, silk goods, etc.

**18000—Rush Rugs, Furniture, Etc.**

Lubbock, Texas. Party is interested in having some importer of Japanese rush rugs, furniture, wall decorations, posters, etc., send him descriptive material.

**18001—Representation.**

San Juan, Porto Rico. Firm is desirous of securing representation, on a brokerage basis, of the following: coarse wrapping paper, canned fruits, packing house products, and cheap candies.

**18002—Representation.**

Mexico, D. F. Spaniard, aged 30, with four years experience in Europe and seven in Latin American countries wishes to represent American factories in Central and South America.

**18003—Reed and Similar Materials.**

Hood River. Firm manufacturing reed baskets and wicker furniture is in the market for imported reed and like materials.

**18004—Animals and Birds.**

Amarillo, Texas. Party wants to contact importers of animals and birds.

**18005—Representation.**

San Francisco, Calif. San Francisco man leaving for a six- or seven-month stay in Europe is prepared to act for account of San Francisco firms doing business there. Excellent references.

**18006—Importers for Argentinean Grapes.**

San Francisco, Calif. During off season for the California grape crop there may be opportunity to import, into the United States, grapes from Mendoza district of Argentina. Excellent conditions.

**Domestic Trade Tips**

**D-3375—Patent.**

New York City. Party interested in disposing of patent for safety tank filling device for boats of any kind. Some advertising already done and the device quickly sells itself.

**D-3376—Lumber.**

Aberdeen, Wash. Party desirous of securing market for green alder and maple lumber with shipment to San Francisco from Port Dock by steamer. Can furnish ten thousand feet per day.

**D-3377—Distribution.**

Cincinnati, Ohio. Concern in position to give national distribution at minimum cost to item that would come under the classification of household or kitchen utility, or novelty, either for the house or individual.

**D-3378—Representation.**

Chicago, Ill. Company desires to secure the representation in the central and central western states of products sold through the wholesale channels. Prepared to furnish complete data as to their responsibility, etc.

**CALIFORNIA DAIRY MARKET OF THE PACIFIC SLOPE**

California is the great dairy market of the Pacific Slope, according to Sam H. Greene, secretary of California Dairy Council. This state consumes the dairy commodities of its own production and also is the principal customer for the butter and cheese from neighboring states.

During the year just ended 31,365,430 pounds of butter and 19,902,991 pounds of cheese were received from out-of-state at the wholesale markets of San Francisco and Los Angeles and from there distributed into channels of consumption throughout California.

Idaho sent 16,696,734 pounds of butter, most of it to Los Angeles; Utah 5,061,165, Oregon 4,011,652, Montana 2,627,373, Colorado 1,094,938, Washington 1,043,435, Arizona, Illinois, Kansas, Minnesota, Nebraska, Nevada, New Mexico, Texas, Wisconsin and Wyoming also contributed to the total of butter shipments.

Oregon, with 7,909,788 pounds, was the largest shipper of cheese into California.

Idaho sent 7,768,338 pounds, Wisconsin 1,812,191, Utah 897,701. Other major shippers were Nevada, Arizona, Colorado, Montana, Washington and Wyoming.

"The average person in California consumes twenty-two pounds of butter a year, six and one-half pounds of hard cheese, four pounds of cottage cheese, three gallons of ice cream and 111 quarts of milk," Greene said.

"These quantities are above the average for the Nation, but are much less than the amounts recommended by the principal authorities on human nutrition."

*Advertise your business in a BUSINESS Magazine*

**NEW INDUSTRIES**

J. & J. Cash, Inc., manufacturers of "Cashwoven" labels and name tags, have this year opened a branch office in this city at 619 Pacific Building. Headquarters of this concern is located in South Norwalk, Connecticut, and a factory is maintained at Los Angeles. Mr. John D. Haidinger is manager of the local office.

Carl Zeiss, Inc., manufacturers of optical instruments, with home office in New York and factory in Jena, Germany, has recently opened a branch office in San Francisco at 564 Market Street, under the direction of Mr. Martin Silge.

Precipitating Metals Company, Ltd., in the business of processing scrap, etc., have recently established an office and factory in San Francisco. The office is located at 1517 Western States Life Bldg., and factory at 15th and DeHaro streets. This concern maintains branch offices at Los Angeles, and Inspiration, Arizona. In addition to serving San Francisco and northern California, distribution is carried on in Arizona and Utah. Mr. E. G. Hickey is vice president of the local company.

Cork Insulation Company, Inc., manufacturers of cork-board for cold storage installation, acoustical treatment, cork pipe covering, etc., with factory and headquarters in Wilmington, Delaware, has located a branch office and warehouse in this city at 354 Pine Street. Stock is carried in San Francisco for distribution throughout northern California.

**EXPANSIONS**

The Hoekwald Chemical Company, manufacturers of chemicals, disinfectants, and similar merchandise, have leased for a period of years the three-story reinforced concrete building at 28 Bluxome Street, which they contemplate occupying by the end of February.

**Specifications Available**

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

For supplying the War Department with burlap, paint and oil at the earliest practicable time. Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, and will be opened February 7, 1930.

For supplying the War Department with 450 ranges

This concern began operations in San Francisco in 1900 and now maintain branches in Seattle and Los Angeles. Distribution throughout the entire Pacific Coast, Honolulu, and the Philippine Islands is handled by this company. An export department has recently been established and considerable merchandise has been shipped to several Central and South American countries, China, Japan, and the Straits Settlements in addition to the Hawaiian and Philippine Islands.

Business has increased to such an extent within the last five years that the concern has gradually outgrown its present location at 436 Bryant Street. The larger quarters contain approximately 20,000 square feet of floor space, whereas they now occupy only 7500, and they have the advantage of spur track facilities at the Bluxome Street plant. Mr. H. A. Berliner is general sales manager; Mr. L. Hockwald is general manager of the company. Twenty-five people are employed.

A steel and concrete single type warehouse building with two mezzanines and a basement is now being constructed for the Western Sugar Refining Company, adjacent to their refinery at the foot of 23rd Street. The new warehouse will contain 75,000 square feet of floor space, capacitating a half million 100-pound bags of sugar at one time. Modern conveying equipment will be installed to handle all types of bags, boxes, and barrels. A modern bag and box making factory is included in one portion of the building. This splendid new building being constructed by Barrett & Hilp, was designed and is being built under the supervision of the refining company's own engineers. From 900 to 1000 people are employed by this concern and its officers are Alexander Hamilton, president; F. E. Sullivan, executive vice president; and C. J. Moroney, refinery manager.

(gas). Earliest practicable delivery desired. Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, and will be opened February 17, 1930.

For supplying the War Department with subsistence supplies throughout California by February 25, 1930. Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, and will be opened February 6, 1930.

# LEADS for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified.

## DOMESTIC TRADE BUREAU OF THE INDUSTRIAL DEPARTMENT

**Appraisers** — Aviation Appraisal & Adjusting Bureau, 1 Montgomery.

**Artist** — F. Kirk Johnston (commercial), 617 Montgomery.

**Association** — Pacific Woodmen Life Assn., 450 Jones.

**Attorneys** — William H. Atkinson, 620 to 582 Market; W. E. Cashman, 201 Sansome to 14 Montgomery; Alan H. Critcher, 703 Market to de Young Bldg.; A. B. Hill, Jr., 201 Sansome to 11 Montgomery; Rudolph J. Schulz, 582 to 700 Market; Travers, Landels & Weigel, 235 Montgomery.

**Auto Repairs** — J. Mitchell & U. Bernardini, 410 Jackson; Pat's Auto Repair Shop, 6017 Geary.

**Automobiles** — Thomas J. Reales (used cars), 438 Golden Gate Ave.; Franklin Automobile Distributors, 1900 to 1505 Van Ness Ave.; Franklin Pacific Motor Co., 1900 to 1505 Van Ness Ave.; Joseph Schiffman (used cars), 697 Golden Gate Ave.; Stutz of No. California, 1900 Van Ness Ave.

**Bakeries** — Cuneo Bros. & Co., 523 Green; Roosevelt Doughnut Shop, 2773 24th to 2769 24th.

**Beauty Parlor** — Luxtone Beauty Parlor, 614 Park.

**Bolts and Nuts** — Lamson & Sessions Co., 461 Market to 111 Sutter.

**Bonds** — G. A. Bocci (with Central Illinois Co.), 405 Montgomery; James E. Dorsey (with Peirce Fair & Co.), 432 California.

**Brass Goods** — Public Service Brass Corp., 411 10th to 409 10th.

**Brokers** — Porter Merline Ware (insurance), 315 Montgomery to 681 Market; Charles L. Soper (insurance), 315 Montgomery to 681 Market.

**Burners** — T. P. Jarvis Mfg. Co. (oil), 306 Connecticut.

**Campaign Headquarters** — St. Anne's Church Campaign Fund, 13th Ave. and Irving.

**Cedar** — B. C. Turner, 71 New Montgomery.

**Children's Wear** — Marian Mfg. Co., 65 1st to 3 1st.

**Cigars** — E. G. Dotto, 5201 Mission; Henry J. Gratton, 500 Sansome; Tavern Smoke Shop, 5622 Geary.

**Cleaners** — Circle Cleaner & Dyer, Geary and Steiner; Vilgot Thurston, 314 Mason.

**Cloaks and Suits** — A. Andrews Mfg. Co., 49 1th to 305 Grant Ave.

**Clothing** — M. Ross (second hand), 112 6th to 110 6th.

**Club** — Japanese Warders Club, 1806 Sutter.

**Concentrators** — Stephan Concentrator Agency, 1177 Howard; Stephan-Mining Machines & Dredger, 1177 Howard.

**Contractors** — F. W. Smithson, 703 Market; J. H. Vickers, 703 Market.

**Dental Laboratory** — Bay City Dental Laboratory, 291 Geary.

**Dentist** — Dr. Percy J. Meyer, 135 Stockton.

**Draperies** — Jos. Blumfield, Inc., 251 Post; Creative Draperies Co., 2081 Mission; Downtown Drapery Service, 1067 Mission to 135 7th; Scribner-Bell, 2214 Lombard.

**Drayage** — East Bay Drayage & Warehouse Co., 36 Natoma.

**Dressmaking** — Geary Dressmaking Salon, 1804 Geary to 1857 O'Farrell.

**Dry Goods** — Ti Lun Co., 845 Grant Ave. to 771 Clay.

**Employment Bureau** — C D A Inc., Employment & Travel Bureau, 839 Kearny.

**Engineers** — W. Adrian (consulting), 166 Geary to 417 Market; George J. Porter, 503 Market.

**Express** — Sun Jose & San Francisco Daily Express, 953 Harrison to 28 Oak Grove.

**Felt** — Felters Co., Inc., 7 Front.

**Fire Apparatus** — Stempel Fire Apparatus Co., 67 to 69 Main.

**Fire Extinguishers** — California Fire Extinguisher Co., 67 to 69 Main.

**Floor Waxing** — Fred S. Yoshida, 2945 Clement.

**Floors** — Jean Abbott (hardwood), 1480 Larkin to 1220 Geary.

**Fuel** — Economical Fuel Co., 941 Front.

**Funeral Directors** — McLaughlin-Daniels & Co., 424 Guerrero to 431 Duboce.

**Fur Goods** — L. Lief, 537 Jones; Robert W. Taylor (with Benoit Bros.), 19 Geary.

**Garage** — Zeppelin Garages & Repair Service, 2800 Geary.

**Garters** — Paris Garter Agency, 461 Market to 49 4th; A. Stein & Co., 161 Market to 49 4th.

**Haberddasher** — Jack Grossi, 519 Columbus.

**House Cleaning** — Jap House Cleaning, 1701 to 1706 Waller.

**Insurance** — Ben. E. Garlinke, 310 Sansome; Gillis, Emmett & Lee, Inc., 201 Sansome; William Henderson, 312 California; Gilbert Oker, 226 Sansome; I. R. Snodgrass, 681 Market; Earle Wright, 1 Montgomery.

**Jeweler** — Julius Appel, 797 to 904 Market.

**Ladders** — Los Angeles Ladder Co., 325 Market.

**Ladies' Sportswear** — A. H. Green, 1179 Market.

**Laundry** — Phoenix Linen Supply & Laundry Co., 2150 Harrison.

**Loans** — Capital Mortgage Corp., 321 Bush; Golden State Loan Office, 413d to 7 4th.

**Lumber** — Palma & Baigajupi Lumber Co., 100 Havelock.

**Mrs.'s Agents** — Baxter & Pritchard, 708 to 710 Polk; Poss & Shaw, Inc., 554 Howard to 116 New Montgomery.

**Milinery** — Miss Sunshine Hat Co., 19 4th to 783 Mission.

**Moving** — Crescent Moving & Storage Co. (Joseph L. Burton), 3045 Fillmore to 2250 B Greenough; Lyon's Storage & Van Co., 1737 Lombard; Oregon-California Fast Freight, Inc., 187 Steuart to 407 Howard; United Furniture Movers, 953 Harrison to 28 Oak Grove.

**Nolary Public** — Alice Spencer, 561 Market to 111 Sutter.

**Oil Well Supplies** — Buck & Stoddard, 525 Market to 1800 Gough.

**Painting** — Alvarez Art Studio (slgn), 1507 to 1515A Ellis; Horner Bros. Auto Painting Co., 360 Golden Gate Ave. to 87 Brady; Royal Painting Co., 831 42d Ave. to 1854 Fillmore.

**Paints** — C. L. Duncan Co., 171 2d to 1001 17th.

**Pants** — California Pants Shop, 942 Market.

**Paving** — Kaiser Paving Co., 71 New Montgomery.

**Pine** — Pittsburgh Steel Products Co., Buck & Stoddard, 525 Market to 1800 Gough.

**Pipes** — H. K. Browning, 1 Montgomery.

**Publishers** — Yachtsman Publishing Co., 451 Kearny.

**Radio** — Eureka Auto Radio Service Eureka Radio Service, 449 Castro; Potrero Radio Station, 1411 18th; Lee S. Roberts, 286 to 278 Post.

**Real Estate** — Harry S. Bates, 235 Montgomery; Community Realty Co., 6446 to 6454 Mission; George Ostergat, 235 Montgomery to 1090 Eddy.

**Refrigerators** — Absopure Electric Refrigerator Co., 911 to 952 Mission; Harry L. Hussman Refrigerator Co., 911 to 952 Mission.

**Restaurants** — E. J. Gander, 2257 San Jose; Joe's Cafe, 379 Ellis to 225 Mason; Joe's Cafe & Tray Service, 379 Ellis to 225 Mason; La Campana Cafe, 440 Broadway; Martin Lopez, 781 Howard; Roosevelt Coffee Shop, 2773 24th; Russell's Tea Room, 278 Post.

**Roofing** — F. J. Dunn Roofing Co., 3109 Mission.

**Rubber** — Seamless Rubber Co., J. Theo. Erlin Co., 760 Mission to 30 Main.

**Service Station** — Rich & Verkeyl, 19th Ave. and Taraval.

**Show Cards** — American Display Co., 16 Geary; Shepard Show Card Sign Studio, 2517 Mission.

**Steamship Operators** — Merchants Steamship Lines, E. J. Linden Co., 142 Market.

**Suits** — Gardner & Lowenstein, 1179 Market to 660 Mission.

**Syrups** — Home Supply Co. (malt), 1143 to 1175 Market.

**Tailors** — J. Nurok Tailoring Co., 163 Sutter.

**Taxi Service** — California Cab Co., 117 Hyde to 1305 Sutter; White & Blue Cab Co., 165 Eddy.

**Telegraph** — Postal Telegraph Cable Co., 669 Grant Ave.

**Trunks** — Standard Trunk Co., 105 Powell.

**Tube** — Tube Turns, Inc., Buck & Stoddard (steel), 525 Market to 1800 Gough.

**Typewriters** — All Makes Typewriter Co., 215 California.

**Upholstering** — Berges Upholstering Co., 1439 to 1340 Divisadero.

**Wicker Work** — Phillipine Wicker Works, 1261 Market.

**Wood Carving** — Rudolph T. Schwartz, 111 10th to 409 10th.

**Wrecking** — Acme Wrecking Co., 1775 San Bruno.

**Miscellaneous** — American Mineral Spirits Co., 235 Montgomery; Animated Products Ltd., 308 10th; Bechtel & Palmer, 206 Sansome; Dr. Konstantine Berejokoff, 703 Vermont; Frank E. Buck, 235 Montgomery; C & L Truck Line, 179 13th; Class Room Teacher, 681 Market; Cochran & St. John, 911 to 952 Mission; John F. Golstrup, 112 Market; Coscio Book, office, 424 Kearny to 1731 Powell; Darnell Gaster

& Glide Distributor Gunn Carle & Co., 441 Market; De Fremery Maddox Trading Corp., 144, 235 Montgomery; Dependable Mfg. Co., 62 Oak Grove; Divine Bros. Inc., Gunn Carle & Co., 441 Market; Evergreen Pet Bath & Meat Service, 1915 Clement; French & Clarice, 365 Howard; Dr. K. O. Halderman, 384 Post; J. E. Healy, 111 Sutter; Hughes Equipment Co., Inc., 43 Franklin; Kellogg Sales Co., 164 Townsend to 155 Montgomery; Dr. Otto Laist, 450 Sutter; Roy McGinn, 703 Market; Miller Franklin & Co., 228 Bush; Milliken & McMillin, 1733 Geary; Re-Bo Co. Inc., Gunn Carle & Co., 441 Market; Schiller Products Co., 800 McAllister to 1071 Golden Ave.; Security Fire Door Co., Gunn Carle & Co., 441 Market; I. E. Sugarman, 16 California; Franklin W. Wakefield, 681 Market; A. Welch, 220 Montgomery; A. R. Westphal, 235 Montgomery; Dr. H. De Nell Williams, 450 Sutter.

## 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 6, 1930. 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. 10721, pastry shells, L.C.L. and C.L. eastbound; 10722, wooden tables, K.D., and counter trays in mixed carloads with store and office fixtures and soda fountain outfits, eastbound; 10723, clay, grade, cleaned or calcined, ground or unground, C.L. eastbound; 10721, sugar cane crushers or parts for export to the Hawaiian Islands, C.L. westbound; 10725, lumber and other forest products, north coast to stations on Ouehita & Northwest-ern R.R., C.L. eastbound; 10726, rolls, cane mill (unfinished), for export to Hawaiian Islands, C.L. westbound; 10727, peanut butter, condiments, including prepared mustard, and table sauces, C.L. westbound; 10728, paper wrappers (other than government stamped), printed, edges gummed or not gummed; or made of one-piece of flat paper, not printed, edges gummed, in bundles, crates or boxes, L.C.L. westbound; 10729, brass, bronze or copper goods, L.C.L. westbound; 10730, metal ironing boards enclosed in metal cabinets, L.C.L. and C.L. eastbound; 10731, paper flower pots, paper boxes, K.D., tissue paper and crepe paper, mixed carloads, westbound; 10732, hand agricultural implements, ammunition, insulating material, brass, bronze or copper goods, electric batteries, wooden handles, builders' hardware, lawn mowers, tools, oil stoves, stove pipe, hose and belting, horseshoes, pipe fittings, sheet iron or steel, sheet iron or sheet steel ware, rope (cordage), children's vehicles

and wire cloth, C.L. westbound, Transit; 10733, insecticide spreader (combination of lime and casein), C.L. eastbound; 10734, fabric (tire or hose), cotton cord, and twine or cordage, carloads, westbound; 10735, wall, floor and fireplace tile, C.L. westbound; 10736, electric heating pads, C.L. westbound; 10737, wooden moldings, steel moldings and linoleum cement (paste) in mixed carloads with blackboards, westbound; 10738, cane webbing (rattan), in boxes, imported, C.L. eastbound; 10739, lumber and forest products from California to C. R. & O. R. R. stations Davenport, Ia., Moline and Rock Island, Ill., C.L. eastbound; 10740, dressed poultry, C.L. westbound; 10741, stearic acid, in bags, C.L. westbound.

Additional Docket to be disposed of not earlier than January 30, 1930:

Docket No. 10660 (amended), roasted coffee, C.L. westbound.

## LONDON CENTENARIANS

The March issue of the London Chamber of Commerce Journal will be devoted to particulars of the business houses in London which have been established for one hundred years or more. Details regarding several hundred firms will be inserted in the March Journal. Information of this kind will no doubt be of interest to San Francisco merchants. Orders may be placed for copies of the special number with the Publicity Department, London Chamber of Commerce, 1, 2, & 3, Oxford Court, London, E. C. 1, England. Copies will be supplied post free at a nominal charge of twelve cents per copy.

# World Trade at a Glance!

SUMMARIZED FROM CABLES AND RADIO REPORTS RECEIVED IN THE DEPARTMENT OF COMMERCE

**T**HE volume of check payments during the week ended Jan. 18 fell below those of either the previous week or the corresponding week of last year, according to the weekly statement of the Department of Commerce. Receipts of wheat, cattle and hogs for the latest reported week were larger than for the corresponding week of 1929. Cotton receipts, on the other hand, were smaller than for either prior period. The distribution of goods, as reflected by freight car loadings covering the latest reported week, continued below the corresponding period of last year.

The general index of wholesale prices was fractionally higher than during the previous week but was lower than a year ago. Cotton prices were slightly higher than during the previous week, while prices for wheat and iron and steel products declined, prices for cotton and steel also being lower than a year ago.

Interest rates were easier, both time and call money rates being lower than for either the previous week or last year. Bank loans and discounts were also slightly smaller in volume than during the previous week but were larger than for the corresponding week of 1929. Bond prices receded fractionally from last week's level and were two per cent lower than a year ago. Business failures were fewer than during the previous week but somewhat more numerous than during the corresponding week of last year.

**ARGENTINA**

Rains throughout the week ending January 17 have further strengthened the position of the corn crop. Business improved slightly but it still dull. According to a report of the Argentine Corporation of Bondholders, stock transactions during 1929 as compared with the previous year, increased by 57,000,000 paper pesos and the federal internal debt, by 87,000,000 paper pesos, the latter not including the Baring loan of £5,000,000.

**BRAZIL**

General business in Rio is slightly better, but in Sao Paulo it is dull. A Sao Paulo company has failed, with liabilities amounting to about \$5,000,000. This firm handles groceries, hardware, arms and ammunition, automobiles, etc. As a result of a shipment of \$5,000,000 gold to New York on Wednesday by the Bank of Brazil exchange has been firmer, the milreis being quoted on January 17 at 8.700 to the dollar. Coffee is weaker, the market demoralized, with no term quotations in Santos.

Sugar prices are very low but cotton is firmer with substantial shipments to Liverpool.

**CANADA**

Manufacturing conditions in Ontario are improving, but a hesitant tone in buying is still in evidence, except in winter sports equipment, sales of which have been good. Hardware dealers' inventories are reported to be comparatively light and wholesalers anticipate good orders. Inquiries for iron and steel are reported to have improved toward the end of December, with reductions in galvanized sheets and an advance in black sheets the notable price changes. Most reports from the lumber trade are pessimistic, the British Columbia cedar shingle market exhibiting marked signs of depression.

**Chicago and S. F. Chambers Pledge Closer Commercial Relations**

[continued from page 1]

message, San Francisco, the Gateway of the Pacific, greets Chicago at the center of the United States and reciprocates your cooperation in American international trade. Our merchants have fifty years' experience in Oriental trade; we have commercial leadership in the Pacific and are trustees for American commerce in the Pacific. We have just finished a marvelous goodwill trip under our sponsorship to Japan, China, Philippines, Indochina, British Malaya, Dutch East Indies, Australia and New Zealand, and have organized a great section of our Chamber for international trade and commercial relations in the Pacific, over which we placed our Mr. Robert Newton Lynch who will be our vice president in charge of this important work. We offer you our cooperation and seek your help to make the United States Pacific minded with realization of the enormous significance of the development of the Pacific to American commerce. All hail to you on your splendid grasp of these principles and your worldwide vision. We are glad to be your partners in promoting American world influence.

Almer M. Newhall,  
President, San Francisco Chamber of Commerce.

**February Program  
BOULEVARD  
STOPS**

W  
H  
Y  
?

**TO SAVE  
YOUR LIFE!**

Safety Conference  
California State  
Chamber of Commerce

## Businesslike Management of City's Water System Urged of Supervisors

*The following letter relative to the future management by the city of the recently acquired Spring Valley water supply system, was addressed to the Board of Supervisors of San Francisco on January 23. It was signed by the presidents of the Chamber of Commerce and the Real Estate Board:*

Honorable Board of Supervisors,  
City and County of San Francisco.

Gentlemen:

1. At the time when the Spring Valley purchase bond issue was submitted to the vote of the people of San Francisco, it was not only generally expected, but it had been definitely promised that the Board of Supervisors would insure a businesslike and efficient management of the Spring Valley water supply system, in the event of its purchase by the city. In appealing to civic organizations like ours for the support of this purchase, representative groups of your board made two promises, one of which was to prepare and submit to the people of San Francisco a charter amendment providing for a public utilities commission to operate and manage the water supply and other public utilities, and the other of which was to provide by ordinance for a businesslike management of the water supply in any interval which might elapse between the taking over of the Spring Valley water system by the city and the creation through charter amendment of a public utilities commission. Such an ordinance, it was represented at that time, would provide for taking over the operating personnel of the Spring Valley Water Company as employees of the city, so that under city ownership, the water users would be assured of the same efficient management and operation they were accustomed to under private ownership. It was also represented that the city engineer would have the same relation to the Spring Valley water system that he now has to the Hetch Hetchy water project. There was implicit assurance in these representations that upon the accomplishment of city ownership, payrolls would not be padded, or unnecessary employees added, and that the city would be availed of the same intelligent management and operation that the water company had enjoyed.

2. The Supervisors in performance of these representations prepared and submitted to the people of San Francisco a charter amendment providing for a public utilities commission. This charter amendment failed to carry, but fail-

ed, as we believe, because of minor features of the amendment rather than because of any general opposition to the plan for a public utilities commission. The Supervisors, also, as we understand it, some time ago prepared an ordinance of the general character above described, ready for adoption when the occasion therefore might arise to cover the interval between the city acquisition of the water system and the creation of a public utilities commission through charter amendment.

3. You will recall that at election after election the city purchase of the Spring Valley water system was voted by popular vote. We believe that the only reason the purchase was finally carried was because of promises above referred to concerning proper provisions for a business as opposed to a political management of the system.

4. We, therefore, request that in any ordinance adopted by the Board of Supervisors concerning the management and control of the Spring Valley water system, provision be made for taking over into city employment the operating personnel of the Spring Valley Water Company, for relating the city engineer to the management and control of the water supply system as closely as possible, for protecting the use and disposition of the water revenues as the charter provides, and for such a system of annual budgets as will safeguard and conserve expenditures to efficient purposes. If, for any technical reason, there be any related matter which cannot be covered in your ordinance, you, as the elected representatives of the people of this city not only have the right, but in this case, we believe you owe the duty, to express by your resolution adopted and addressed to the proper authorities those matters of policy which you cannot cover by ordinance.

Respectfully submitted,  
SAN FRANCISCO CHAMBER OF COMMERCE.

By Almer M. Newhall,  
President.

SAN FRANCISCO REAL ESTATE BOARD.

By Louis A. Weidenmuller,  
President.

## Committee of "49" Launches 1930 Program

[continued from page 1]

dustrial and marketing area west of Chicago to tell the financial and industrial powers of the East, the story of 12,000,000 good customers and the best way to reach them in our trade area. The master survey will reveal the story which will probably amaze even our own people while our sales representatives and unified advertising will project it upon the business consciousness of the United States and interested foreign countries. The buying and consuming power of the trade territory of the bay district is worthy of national and international study and will focus the industrial eye of America upon the shores of San Francisco Bay and its arms and tributaries as a manufacturing and distributing center of world importance.

"It must be made clear that the program upon which we are now entering is not a campaign or a sporadic effort. Rather it is a policy of permanent and accumulating effort which will cost money but will repay us a thousandfold."

The work of raising the appropriation of \$52,000 of the 1930 program of the Committee of "49" is in charge of a Committee of Five of which L. O. Head, of the Industrial Committee of the San Francisco Chamber of Commerce, is chairman. The total sum needed will be pro-rated among the nine bay counties upon the basis of assessed valuation. Each county group of the Committee of "49" will devise and administer the method of raising its county's fund. Future annual financing will probably be accomplished out of tax funds for county advertising. Other members of the Committee of Five serving in the executive initiation of the Conference Bay Area program are: Harrison S. Robinson of Alameda County; B. E. Fisher of Marin and Sonoma counties; B. F. Schlesinger, San Francisco; and Fred H. Drake of San Mateo County. The counties represented in the Committee of "49" are Alameda, Contra Costa, Marin, Sonoma, Napa, Solano, San Francisco, San Mateo, and Santa Clara.

## REVENUE FREIGHT LOADING

Loading of revenue freight for the week ended January 4 totaled 776,259 cars, according to the car service division of the American Railway Association. Compared with the corresponding week in 1929, this was a reduction of 22,423 cars, but an increase of 22,012 cars above the corresponding week in 1928. The total for the week of January 4 was an increase of 137,814 cars above the preceding week.

# New Era of Industrial Development In S. F. Forecast by Eastern Expert

## Plans Nearing Completion For Products Week

*Industries Assigned  
Spaces for Exhibits  
In Downtown Stores*

HAVING just completed the assigning of exhibit space for manufacturers' exhibit in downtown store show windows, the San Francisco Junior Chamber of Commerce is making final arrangements for holding the Second Annual Products Week from February 15 to 22.

"This exhibition designed to promote the progress and prosperity of local industry has a dual purpose this year," stated Products Week Committee Chairman John Lincoln. "We expect to cooperate in President Hoover's campaign for economic stability as well as to forcefully call the attention of local people to the need of properly supporting established industry."

"We are of the opinion that growing and prosperous industries will give more work for local people as well as bringing new people to work in our factories," Lincoln continued. "By increasing payrolls merchants may do a greater volume of business. More raw materials will be needed. New business will come to the transportation companies both in bringing in supplies and in distributing the finished manufactured products. Increased production should in turn favorably effect real estate, insurance companies, banks and every phase of business. We are therefore pledging our aid to the President because it is our sincere belief that this event will have an appreciable result in increasing the prosperity of San Francisco as well as all of northern California."

Initiating Products Week last year as a local institution, the young business men, through volunteer workers, secured the cooperation of downtown stores in providing space in which to exhibit products of local fac-

## NOTICE TO MEMBERS

Members of the San Francisco Chamber of Commerce or of the Junior Chamber of Commerce are sometimes approached by salesmen representing themselves as having the endorsement of the Chamber of Commerce, or of the Junior Chamber, for their particular advertising or selling schemes. San Francisco Products Week, which is sponsored by the Junior Chamber of Commerce, to be held from February 15 to 22, may be the occasion for a number of such solicitations. It is not, and never has been, the policy of either organization to endorse any such promotion plans. Members would do well to keep this in mind and to decide upon every such plan presented to them solely upon its individual merit.

## Annual Review of Conditions in California

*The following annual review of economic conditions in California is published through the courtesy of the Research Department, California State Chamber of Commerce:*

**B**USINESS activities in California during 1929 were generally greater than the previous year despite the recession which occurred at the close of the year. The majority of the industrial and trade indices showed increases. The principal decreases occurred in the building and allied industries and the stock market activities.

**Agricultural Income.**  
The preliminary estimates of the total value of California

torities. This year a similar plan is being followed excepting that it is upon a greater magnitude. Hundreds of local factories are taking part in the plans for the week. Local stores are unselfishly providing space in their windows for the exhibits.

An industrial educational campaign designed to create increased industrial mindedness on the part of local people will be carried on in conjunction with Products Week. Special speakers, radio broadcasts, billboards, street car posters, and other forms of publicity will all be used to impress the fact that "San Francisco will lead in the industrial development of the Pacific Coast, if its citizens are industrially minded."

crop and livestock products in 1929 are \$771,112,000, an increase of 7.9 per cent over 1928.

Field crops were less in total volume than in 1928, but improved prices brought a net gain both in total and per acre values. Among the field crops which showed a favorable per acre return relative to 1928 and 3-year averages were rice, beans, hay, and potatoes. Cotton acreage and production increased largely, but per acre incomes were below average for cotton, wheat, barley, and sugar beets.

Fruit crops were reduced about 27 per cent in total volume produced, yet total farm values increased 19.4 per cent and average values per acre 21.8 per cent. As compared with averages over the past five years, per acre returns for peaches, apricots, oranges and lemons were from 15 to 18 per cent higher, raisins 6 per cent higher, and table grapes 9 per cent higher. Apples, almonds, walnuts and wine grapes were below the average.

Vegetable crops increased in acreage and total value of products, but per acre returns were 5 per cent below 1928 and 3.6 per cent below average.

In the livestock industries, gains in total value of prod-

[continued on page 4]

## Industrial Development

Reported by the  
Industrial Department

### NEWS NOTE

The formal opening of the Simon Mattress Company's new half-million-dollar plant on Yosemite Avenue and Mendal Street in the Paul Tract was held Friday evening, January 31 at 7:00 o'clock. The new building which was started last June is three stories in height, of fireproof concrete construction and is modern in every respect, equipped with the newest mattress making machinery. 150 people will be employed in the making of 450 mattresses daily. The growth of this concern is typical of the industrial possibilities of San Francisco. Simon Mattress Company started with eight employees in 1906 and has grown steadily through plants of increasing size to this new and modern plant which is comparable with anything in the East.

Miss Eugenia M. Hoey, of John Hoey & Company, manufacturers of furniture and one of the oldest firms of its kind on the Pacific Coast, has been elected a Zone Director of the Better Bedding Alliance of America. Miss Hoey was unanimously elected to this office by the members of the San Francisco Zone and is the first woman to hold this office.

Executives of Kroehler Manufacturing Company, world's largest manufacturers of living room furniture have recently announced the acquisition of the \$5,000,000 Luce Furniture Company of Grand Rapids. The Luce company is a nationally known concern which has long been active in the production of bedroom and dining room furniture in its three Grand Rapids, Michigan, plants.

Kroehler Manufacturing Company opened a million-dollar factory on the Bayshore Boulevard in the Paul Tract in April of 1927, where 200 people are employed.

### EXPANSIONS

The B. W. Barridge Company, master silversmiths, have opened a new plant at 130

## Logical Site For Branches Of Big Firms

*San Francisco Urged  
To Act as Host to  
National Gathering*

PREDICTING that San Francisco is soon to see an industrial development far beyond the expectations of local people and inviting this city to be host to an industrial conference of real estate, utility and commercial organization executives, Chairman George C. Smith of the Industrial Property Division of the National Association of Real Estate Boards appeared before a joint meeting of the industrial committee of the Real Estate Board and Chamber of Commerce Monday. Chairman Vincent F. Finigan of the Real Estate Board Industrial Committee, presided.

"As the result of the recent changes in the financial world relieving the uncertainty in industry the Pacific Coast is on the threshold of a great increase in its industrial development," Smith stated. "Manufacturers have solved many of their production problems and are now directing their attention [continued on page 4]

Hayes Street, between Polk and Van Ness Avenue. The new plant is a two-story building of reinforced concrete construction encompassing 6500 square feet, and will house the most complete and modern silver plating equipment in the city.

This concern has been established in San Francisco since 1887. In 1909, because of increased business the company moved to 461 Bush Street. It was not long, however, until this plant was inadequate to care for the rapid growth in business, and in 1918 they moved to 540 Bush Street, where they installed the latest types of electrotyping equipment. B. W. Barridge Company are now operating in their new plant at 130 Hayes Street.

San Francisco  
City Center  
Publishing Office

# SAN FRANCISCO BUSINESS

FEBRUARY 5, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange, Telephone Davenport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

## Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Foreign Trade Department of the San Francisco Chamber of Commerce for foreign trade tips, and to the Domestic Trade Bureau for domestic trade tips. Call Davenport 5000. Please use list numbers.

### Foreign Trade Tips

**18007—Woolens and Clothing.** Carmel, Calif. Men's wear shop wishes to communicate with importers of woolens and clothing such as sweaters, golf socks and suitings.

**18008—Pyrethrum.**

Waco, Texas. Insect powder and spray manufacturer is desirous of contacting importers of pyrethrum.

**18009—Unwashed Rags.**

Vancouver, B. C., Canada. Firm wants to learn the names of local companies importing unwashed rags from China. These rags are to be used in the manufacture of paper.

**18010—Cement and Lime.**

Montreal, Canada. Exporter of natural Portland cement, artificial Portland cement, and hydrated mason lime wishes to contact local contractors. Quotations on file.

**18011—Hay.**

Montreal, Canada. Party is asking for quotations f.o.b. wharf, San Francisco, on hay, for export to Europe.

**18012—Fruits.**

Kristiansand S., Norway. Party is seeking a connection with exporters or packers of California fruits, canned, fresh, and dried. Is especially interested in apples, fresh grapes, and prunes.

**18013—Silver Goods.**

Copenhagen, Denmark. Wholesaler and distributing manager for many small German silver goods factories wishes to form a connection with importers of silver articles such as complete coffee sets, single pieces, etc. He also handles silver-plated goods, Belgian furniture, and Czechoslovakian goods such as bottles, chandeliers, etc.

**18014—Pegamoids, Suede Cloth, and Artificial Leather Goods.**

The Hague, Holland. Company is seeking a representative to handle its manufacturers of fancy boxes, spectacle cases, jewelry boxes, etc., made out of pegamoids, suede cloth, and artificial leather.

**18015—Dried Fruits.**

Antwerp, Belgium. Party is extremely anxious to act as commission agent for a California firm that exports dried fruits. References.

**18016—Dried Fruits.**

Hamburg, Germany. Party is very anxious to make a connection with a packer or exporter of California dried fruits.

**18017—Stationery.**

Elberfeld-Hahnerberg, Germany. Party is inquiring for the names of importers of stationery.

**18018—Manufactured Goods**

Representation. Hamburg, Germany. Party

wishes to represent manufacturers of any commodity, but is especially interested in small time and labor saving household devices, practical novelties, and office stationery.

**18019—Agency.**

Quecclinburg, Germany. Firm is seeking a representative, able to sell to the beet sugar factories, for its sugar beet seed.

**18020—Manufactured Goods**

Representation. San Francisco, Calif. Party in Switzerland desires to represent a manufacturer of any line, but particularly one manufacturing agricultural or farming implements, or electrical appliances.

**18021—Roumanian Goods.**

Cernauti, Roumania. Exporter wants to communicate with importers of Roumanian rugs, shirts, embroidered linen bedspreads, table cloths, etc.

**18022—Indian Produce.**

Tangore, S. India. Exporters of cashew kernels, oil seeds, nuts, nutmexia, and other Indian produce wants to communicate with firms interested in these commodities.

**18023—Chinese Gift Shop**

Goods. Gulfport, Miss. Party is in the market for Chinese gift shop goods.

**18024—Wiping Rags.**

Elizabeth, N. J. Firm is in the market for imported wiping rags, especially Japanese rags.

**18025—Dried Shrimp.**

Thibodaux, La. Party handling dried shrimp wants to contact a broker exporting to Japan.

**18026—Flour, Old Newspapers, and Old Rubber Tires.**

Chefoo, N. China. Firm with branch in Tsingtau requests approximate quotations C.I.F. Tsingtau and terms of sale on the above commodities. Would also like to have samples of flour.

**18027—Representation in the Orient.**

Los Angeles, Calif. Party is returning to the Orient and is interested in representing manufacturers of machinery, luxuries, food products, textiles, etc., there.

**18028—Foodstuffs.**

San Francisco, Calif. Business woman is leaving shortly for the Far East to promote the consumption of American foodstuffs and to demonstrate their preparation. Wishes to interest manufacturers and distributors.

**18029—Skins and Furs.**

Harbin, Manchuria. Party wishes to find a market for Manchurian furs, particularly Kolinsky, weasel, wolf and dog skins.

**18030—Hydraulic Lifts.**

Havana, Cuba. Concern wants to make a connection with a manufacturer of single and double ram hydraulic lifts.

**18031—Edible Soy Beans.**

Mexico City, Mexico. Concern is in the market for edible Chinese soy beans.

**18032—General Representation.**

Manaos, Brazil. Party wants to represent San Francisco manufacturers or commission houses in Manaos.

**18033—Para Rubber, Brazil**

Nuts. Manaos, Brazil. Party is seeking a market for Para rubber, Brazil nuts, etc.

**18034—Representation.**

Great Kills, New York. Party with 13 years' experience buying and selling in the export commission business and ten years' residence in Argentina and Uruguay is planning to return to Buenos Aires with a line of lumber. He wants to take other lines with him, particularly any that would fit in well with the lumber line. References on file.

### Domestic Trade Tips

**D-3379—Representation.**

Milwaukee, Wis. Concern anxious to correspond with several agents with a view to towards making an agency connection, for sand blast and dust suppression equipment such as used in foundries, wholesale and retail granite shops, etc.

**D-3380—Representation.**

Kansas City, Mo. Large exclusive manufacturer of hotel and restaurant checks is desirous of securing representation in this territory.

**D-3381—Manufacturers and**

Distributors.

Bend, Oregon. Distributor desirous of contacting manufacturers or large distributors who have products to merchandise and which can be readily sold in Bend, Oregon. Party has office, automobile, trucks and office personnel, will pay own expenses and sell to approved credit accounts only.

**D-3382—Managership.**

Los Angeles, Calif. Party interested in taking over managership of firm or as an alternative would be willing to represent a lively firm for the state of California.

**D-3383—Food Products.**

Oakland, Calif. Factory in Oakland desirous of disposing of going and growing business, in the food line.

**D-3384—Salesmen and Jobbers.**

Union City, N. J. Advertising specialty salesmen or jobber desired by pencil supply concern.

## Interesting and Unusual Events In San Francisco and Vicinity

FOR THE WEEK OF FEBRUARY 5 to 12

Compiled by Information and Statistics  
Department



At the Art Galleries—

East-West Gallery, 609 Sutter—Japanese prints, William Dallam Armes' collection, small sculptures in soap.

Galerie Beaux Arts, 166 Geary Street—Drawing and sculpture by Adaline Kent. Oils and water colors by John and Florence Tulfts.

Gump's, 246 Post Street—Exhibit of etchings by Carton Moorepark.

Madame Mika Mikom Studios, 2211 Clay Street—Exhibit of ceramic sculpture.

School of Fine Arts, Chestnut and Jones Streets—Exhibit of French paintings.

February 5—

Automobile Show—Civic Auditorium.

4:15 P. M.—Student Half-Hour of Music, Wheeler Auditorium, University of California. Guests artists: Dove Irene Kilgore, soprano; Peter J. Hansen, pianist.

February 6—

Automobile Show—Civic Auditorium.

8:00 P. M.—Motion picture, "Thru the Death Deserts of Asia," by Dr. Sven Hedin, Wheeler Auditorium, University of California.

February 7—

Automobile Show—Civic Auditorium.

3:00 P. M.—San Francisco Symphony Orchestra, Curran Theatre.

8:00 P. M.—Motion picture, "Thru the Death Deserts of Asia," by Dr. Sven Hedin, Auditorium of the University of California Extension Bldg., 540 Powell Street, San Francisco.

8:30 P. M.—Mishel Piastro presents Alexander Murray, violinist, Community Playhouse, 609 Sutter Street.

February 8—

Automobile Show—Civic Auditorium.

Exhibition of Leerdam Unica Glassware, Courvoisier Gallery, 474 Post Street.

February 9—

2:45 P. M.—San Francisco Symphony Orchestra, Curran Theatre.

8:30 P. M.—Sons of Norway present an evening of motion picture of Norwegian scenes, Community Playhouse, 609 Sutter Street.

February 11—

8:30 P. M.—Alice Metcalf presents Ernest Bacon, pianist, Community Playhouse, 609 Sutter Street.

8:00 P. M.—Lecture by Myron Zobel, of the University of California, on "The Undiscovered Isle of Bali," Berkeley Art Museum, Berkeley.

February 12—

10:15 A. M.—Lecture by Juliet James, "Little Journeys in Italy," Paul Elder Gallery, 239 Post Street.

The entire Palace of the Legion of Honor Building is now open. Organ recitals by Uda Waldrop every Wednesday, Saturday and Sunday at 3:00 and 3:45 p. m.

### PERMANENT ART GALLERIES

Beaux Arts Gallery	- - -	166 Geary St.
East West Gallery	- - -	609 Sutter St.
de Young Museum	- - -	Golden Gate Park
Courvoisier Gallery	- - -	474 Post St.
Gump Galleries	- - -	246 Post St.
Palace of the Legion of Honor	- - -	Lincoln Park
Paul Elder Gallery	- - -	239 Post St.
Valdespino Gallery	- - -	315 O'Farrell St.
Vickery, Atkins & Torrey	- - -	550 Sutter St.
Warden Art Gallery	- - -	312 Stockton St.
Workshop Gallery	- - -	536 Washington St.
Schwabacher-Frey Gallery	- - -	735 Market St.

# LEADS for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified.

## DOMESTIC TRADE BUREAU OF THE INDUSTRIAL DEPARTMENT

**Advertising** — Academic of Advertising Art, 375 Sutter; Economy Advertising System, 823 Market.

**Art Goods** — Eyrle Co., 525 Market to 7 Front.

**Artist** — Richard Stephens, 49 Pine.

**Attorneys** — Lewis E. Lerrara, 582 Market; Victor L. Tels, Jr., 1095 Market.

**Auto Repairing** — Goff & Johnson, 825 Sansome.

**Auto Wrecking** — Auto Wrecking & Parts Co., 130 Alencuia.

**Bakery** — Scandia Pastry Shop, 2374 A Mission.

**Beauty Parlors** — M. Maison, 67 Post; A. T. Welmer, 150 Howell; White's Beauty Salon, 50 Powell.

**Beds** — Bell Chesterfield Bed Co., factory, 837 to 3177 17th.

**Box Dealers** — Edmonds Bros., 1901 to 1885 San Bruno.

**Brakes** — Ezell Brake Testing Co., Chester N. Weaver Co., 355 Van Ness Ave.

**Broker** — F. J. Latini (insurance), 550 Montgomery to 60 Sansome.

**Children's Wear** — Levy & Jiegler, 833 Market.

**Cigars** — R. L. Comfort, 3325 Division; Monroe I. Riese (wholesale), 409 Washington.

**Cleaners** — Courtesy Cleaners & Dyers, 1425 Franklin; Forest Hill Cleaners & Dyers, 10 Dewey Blvd.

**Coats** — Model Coat Shop, 25 Taylor.

**Collections** — G. R. Soule, de owning Bldg., to 1095 Market.

**Delicatessen** — M. Homsky, 804 Mission.

**Dental Supplies** — S. S. White Dental Mfg. Co., 212 Stockton to 450 Sutter.

**Dressmaking** — Pearl M. Aussy, 683 to 609 O'Farrell.

**Dry Goods** — S. H. Goldstrom, 33 to 421 Columbus.

**Electrical Supplies** — L. B. Allen Co., 583 to 1277 Howard; Thomas & Betts, 533 to 1277 Howard.

**Foundry** — E. G. Soeth & Co. (brass), 48 Clementina to 48 Tehama.

**Garments** — Claro Mode Garment Mfg. Co., 165 Jessie.

**Gowns** — Mrs. Gertrude Robson, 602 Geary to 736 Leavenworth.

**Hardware** — San Francisco Hardware Co., 102 Rolph.

**Hotel** — Nankal-Ya Hotel, 523 Geary.

**Insurance** — California State Life Insurance Co., 988 Market to 235 Montgomery; Mountain States Life Insurance Co., 582 to 681 Market; Philip B. Sullivan, 114 Sansome.

**Investment Securities** — Paul Macdonald & Co., 405 Montgomery.

**Investments** — Marin Investment Co., 703 Market.

**Iron Work** — L. Schaffer & Co., 364 10th to 366 10th.

**Iron and Metal** — Suzzarman Iron & Metal Co., 650 7th to 15 California.

**Leather Goods** — Louis Meyer, 821 Market.

**Linoleum and Rugs** — Wm. Volker & Co., 677 Mission to 631 Howard.

**Locksmiths** — Greven & Greven, 753 Leavenworth.

**Lumber** — Wm. A. Talbot Lumber Co., Dore and Folsom.

**Mfrs. Agents** — Roland C. Kilkenny, 833 Market; Theo. Maus, 718 Mission to 180 New Montgomery; T. H. Speddy & Co., 75 to 73, Main; H. B. Squires, 583 to 1277 Howard.

**Mattresses** — Simon Mattress Mfg. Co., 1900 16th to 1777 Yosemite.

**Millinery** — Avalon Chapeau (mfg.), 731 Market.

**Multigraphing** — Consolidated Multigraphers, 310 Clay to 412 Market.

**Painter** — J. D. Tucker, 637 Minna to 282 7th.

**Photographers** — La Salle Studio, 41 Grant Ave.

**Plumber** — A. Valente, 2841 Octavia.

**Printing** — Swartz Print Shop, 1912 Mission.

**Publishers** — Bay Agencies Co., 779 Bryant; Pacific Flyer, 593 Market to 558 Sacramento; Publishers' Distributing Agency, 821 Market.

**Radio** — Pilot Radio & Tube Corp., 1278 Mission.

**Real Estate** — Carroll Co., 41 to 111 Sutter.

**Reflectors** — Wheeler Reflector Co., 583 to 1277 Howard.

**Restaurants** — D. W. Mooney, 153 6th; Rocco's Spaghetti & Tamale Parlor, 400 Eddy; The Studio, 512 Mason.

**Sausages** — Taylor's Sausage Shop, 791 Market.

**Service Station** — Divisadero Auto-Electric Service Station, 701 Divisadero.

**Sheet Metal Work** — Riddle Sheet Metal Works, 1063 to 1061 Folsom.

**Shoes** — Austin Shoe Co., Inc., 734 to 447 Market; Shoe Mart, 1277 to 447 Market.

**Steamship Operators** — Del Papa Steamship Agency, 333 Columbus; White Star Line Italian Agency, 333 Columbus.

**Stenographer** — Georgina O. Calvert (public), 41 Sutter.

**Studio** — Ecole D'Arts Studio, 150 Powell.

**Tables** — Center Score Bridge Table Co., 527 Howard.

**Tailors** — Geo. Friedlander, 2424 Clement; A. P. Lewctzow, 1005 Market.

**Theatre** — Parkview Theatre, 1508 Irving.

**Tires** — Bryson & Barkman, 641 Golden Gate Ave.

**Transmitters** — KFVJ Transmitter, 27th and Burnham.

**Vests** — Custom Vestmaking Co., 609 Mission.

**Welding Equipment** — Electric Arc Cutting & Welding Co. (electric), 583 to 1277 Howard.

**Window Shades** — The Blindman (Electric), 221 California, 1070 to 1067 Mission.

**Miscellaneous** — Air Ferries, Ltd., Pier 5; American Legion, Floyd Bennett Post No. 333, 23rd Ave. and Rivera; J. Stanley Armstrong, 1 Montgometry; Artwell Service Co., 1182 to 1095 Market; Blanche Cervelli, 111 Sutter; Great Western Mercantile Co., 180 New Montgomery; Harris Letter Press System, 216 Pine; C. R. King, 681 Market; London Distributing Co., Markwell Products, 45 Clementina to 115 Townsend; Dr. James D. McGanney, 450 Sutter; Pacific Sportsman, 558 Sacramento; Perry Co., St. Roses Ave. and Masonic; W. F. Quarrie & Co., Hearst Bldg.; Belfleur Illuminating Co., 583 to 1277 Howard; Vap-O-Zone Co., Ltd., retail sales dept., 821 Market; Western Reinsurance Agency, 111 Sansome.

### REVENUE FREIGHT LOADING

Loading of revenue freight the week ended January 11 totaled 863,191 cars, according to the car service division of the American Railway Association. Compared with the corresponding week in 1929, this was a reduction of 51,247 cars, and a reduction of 41,110 cars below the corresponding week two years ago. The total for the week of January 11 was an increase of 86,932 cars above the preceding week.

### Special Notice

The Second Plenary World Power Conference will be held in Berlin, Germany, from June 16 to 25, 1930. Conferences of this type lay a basis for a broad and scientific study of power, and have made available a wealth of valuable information on the subject of power, its generation, transmission, uses, etc. Many papers will be given by members of the American Committee, and excursions to industrial and power plants are planned for the period of the conference. Further information may be secured from the Foreign Trade Department.

### February Program

**BOULEVARD STOPS**

W  
H  
Y

**TO SAVE YOUR LIFE!**

**Safety Conference California State Chamber of Commerce**

# 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 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. 10712**, paper freight car liners, CL eastbound; 10713, fresh or frozen shrimp, for export to Hawaiian Islands, CL, westbound; 10711, moss, CL, eastbound; 10715, agricultural implements, CL, westbound, storage-in-transit; 10716, feldspar, CL, westbound; 10717, cheese, CL, westbound, transit; 10748, water closet seats and covers, coated with pyralin or rubber, CL, eastbound; 10749, outdoor or garden furniture, CL and LCL, eastbound; 10750, combination wood and wire fencing, CL, eastbound; 10751, rubber

goods, viz.: garter belts, brassieres, girdles; elastic webbing, braid or cord, or articles made thereof, LCL, eastbound; 10752, automobile engines, CL, westbound, minimum weight; 10753, cast iron sectional boilers and iron or steel radiators, CL, westbound; 10751, soda ash, caustic soda, bicarbonate of soda and carbonate of sodium (soda), CL, eastbound, from Lakeview, Oregon; 10755, clover seed, CL, westbound; 10756, brooms, CL, westbound; 10757, automobile top dressing in mixed carloads with polishing compounds, etc., westbound; 10758, tungsten ore and concentrates, CL, eastbound, sampling-in-transit; 10759, cast steel welding rods or drawn welding wire, LCL, eastbound; 10760, aluminum cable, CL, westbound; 10761, glass lamp reflectors, LCL, westbound; 10762, annealing and carburizing pots or retorts in mixed carloads with machinery, etc., westbound.

# Specifications Available

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

For supplying the War Department with miscellaneous goods to be delivered at the earliest practicable time at Fort Mason, San Francisco. Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, and will be opened February 11, 1930.

For supplying the War Department with subsistence supplies at Fort Mason from April 1 to 11, 1930, packed for shipment to the Quartermaster Supply Officer, Hawaiian Island Depot, Honolulu, T. H. Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, and will be opened February 18, 1930.

For supplying the War Department with subsistence sup-

plies to be delivered at Fort Mason during the month of March, 1930. Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, and will be opened February 11, 1930.

For supplying the War Department with miscellaneous hardware to be delivered at the earliest practicable time at Fort Mason. Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, and will be opened February 10, 1930.

For supplying the War Department with one motor-generator electric are welding set to be delivered at Rio Vista, California, within 40 days after receipt of approval of the contract. Bids are to be submitted to the U. S. Engineer Office, California Fruit Bldg., Sacramento, and will be opened February 11, 1930.

### POZNAN INTERNATIONAL FAIR

Fairs have been held in the spring of the year at Poznan, Poland, since 1926. The Poznan International Fair for 1930 will be held from April 27 to May 4. An effort is being made by Polish business men, supported by the Polish Government, to establish direct exchange of merchandise, and so to do away with middlemen who have conducted all business since the war.

A new Polish port, Gdynia, has been opened on the Baltic Sea, and direct steamship service from New York is offered via the American Seantile Line, operating under a contract with the United States Shipping Board.

There seems to be great possibilities for the sale of American-made goods in Poland, particularly in the following lines: metals, electrical goods, chemicals and foodstuffs.

Information regarding the Fair may be secured from the Consulate General of Poland, 811 Rush Street, Chicago, Illinois, or from the Foreign Trade Department.

**"S. F. BUSINESS" Magazine Edition is an excellent Advertising Medium**

Advertise YOUR Business In the BUSINESS Magazine

# Annual Review of Economic Conditions

(continued from page 1)

ucts for sheep, lambs, wool, poultry and eggs were offset by reduced totals for cattle and hogs. There was little change in dairy product totals. Preliminary estimate of the total value of livestock products is \$227,873,000, a decrease of 1.2 per cent from 1928.

## Mining.

Early estimates of the State Division of Mines place the total value of minerals produced in California during 1929 at \$398,018,000, an increase of 19.6 per cent over 1928. The increase was due to a 25 per cent gain in total value of petroleum, and a 48 per cent increase in value of natural gas produced. The combined value of these two products was \$322,000,000, or 80 per cent of the total.

## Lumber.

The lumber industry was less active during 1929 as compared with 1928. Pine and redwood production in California decreased about 0.3 per cent, shipment 5.3 per cent and new orders 5.9 per cent. This decrease is due mainly to the decline in construction activity. Total carloadings of forest and forest products the past year were 2 per cent less than in 1928.

## Manufacturing.

In California's manufacturing industries, which contribute 48 per cent of the state's basic income, 1929 production values added will exceed the \$1,088,592,000 value added in 1927, as reported by the United States Census Bureau, by a minimum of 10 per cent. The average number of wage earners employed in manufacture is estimated to have been 278,599 in 1929, an increase of 6 per cent over 1928. Average earnings increased by about 9 per cent.

The outstanding expansion of activity in 1929 was in that group of plants under the classification of iron, steel, and allied industries, such as the steel mills, with a 21.8 per cent increase, foundries and machine shops, with a 17.3 per cent increase, and motor vehicles, with a 73.7 per cent increase.

## Public Utilities.

Electric power production by California utilities increased 10.8 per cent in 1929, and employment in the water, light, and power industries increased 3 per cent.

A survey of telephone station net gain for the entire state shows a decrease of 3.4 per cent in 1929. Freight carloadings, as a reflection of railroad business, show an increase of 0.7 per cent.

## Construction.

The value of building permits issued in California cities declined 9.0 per cent in 1929, as compared to 1928. Large contracts for heavy engineering construction have increased, on the other hand. Surveys and forecasts of public works and construction contemplated in 1930 indicate a substantial

## Trade and Finance.

California retail sales of merchandise for the past year were 2.6 per cent larger than the previous year. Los Angeles, Oakland, and San Francisco showed gains of 2.5 per cent, 5.1 per cent, and 1.9 per cent, respectively, while central California was only 0.3 per cent below 1928. Sales at wholesale for the 12th Federal Reserve District showed an increase of 6.2 per cent over 1928.

Automobile sales in California were 37 per cent greater than a year ago. Export trade for the first ten months of 1929 exhibited a gain of 9.3 per cent over the corresponding period of 1928, and imports increased 16.7 per cent.

Total bank debits for 14 California cities were 0.8 per cent more than 1928, while bank clearings for 21 cities showed a decrease of 0.8 per cent.

## Foreign Commerce Association Joins Chamber

Affiliation of the Foreign Commerce Association of the Pacific Coast with the San Francisco Chamber of Commerce was confirmed on January 31, 1930. The association henceforth will be known as the Foreign Commerce Association of the San Francisco Chamber of Commerce. The association's autonomy is preserved, and the rules and procedure of the former association continue unchanged. There are no dues. Membership is open, upon application, to all Class A members of the San Francisco Chamber of Commerce, engaged in foreign commerce. Dr. Henry F. Grady is chairman.

Contracts of sale, heretofore bearing a clause providing for arbitration according to the rules and procedure of the Foreign Commerce Association of the Pacific Coast, should be revised to provide for arbitration according to the rules and procedure of the Foreign Commerce Association of the San Francisco Chamber of Commerce.

Copies of the association's rules and procedure for arbitration will be distributed as soon as they are off the press, upon receipt of 25c to cover printing costs.

Inquiries concerning the association should be addressed to the Foreign Trade Department of the Chamber of Commerce.

## Logical Site...

[continued from page 1]

tion to the possibility of locating branch plants at strategic points easily accessible to great and growing market areas. Because of San Francisco's strategic location and other natural advantages, there is every reason to believe that industries seeking locations as

## Business Situation

CHECK payments during the week ended January 25 were smaller in volume than in either the preceding week or the same week of 1929, according to the weekly statement of business conditions issued by the Department of Commerce. Wheat receipts and receipts of cattle and hogs at the principal primary markets during the latest reported week were lower than in the corresponding week of the previous year. Cotton receipts also showed a substantial decline from the same week of last year. The movement of goods through primary channels as reflected by freight car loadings covering the latest reported period continued below the corresponding week of 1929.

The general index of wholesale prices was higher than in the previous week but was still below the level which prevailed a year earlier. Prices for cotton averaged lower than in the previous week and were lower also than in the same period of 1929. Iron and steel prices were also lower than in either prior period. Bank loans and discounts were lower than in the previous week but showed a gain over the corresponding week of last year. Interest rates on both time and call loans showed no change from the previous week but were lower than a year ago. Stock prices showed further recovery as compared with the preceding week but were below the averages of a year ago. Bond prices were lower than in the preceding week and showed a decline also from last year. Business failures were more numerous than in either the previous week or the corresponding period of 1929.

neering studies must select this locality."

Telling the industrial developers that changes in the manner of industrial expansion by national concerns have caused many new problems to arise in the proper locating of industries, Smith invited San Francisco to be the meeting place of a conference of industrial leaders of the West early next May. The conference tentatively accepted by the Realty Board and the commerce body, would be a one-day affair at which outstanding industrial realtors, Chamber of Commerce industrial engineers, public utility and railroad industrial executives would discuss problems of the West in the seeking of new industries.

In addition to being connected with the national realty body, Smith is also industrial bureau director of the St. Louis Industrial Club and chairman of the National Conference of Industrial Bureau Managers of the U. S. Chamber of Com-

## AUSTRALIA

Australia enjoyed approximately the same volume of trade in 1929 that it had in the preceding year, but the buoyancy which characterized 1927 was absent. The outlook for the present year is not bright. From all indications there will be retrenchments and readjustments in most lines of industrial, commercial and financial activities. Owing to stringent financial and exchange conditions and to a decided reduction in the national income, it is believed that will be a considerable contraction in imports.

## BRITISH MALAYA

Continued low prices for rubber and tin affected business throughout 1929. Many merchants, over optimistic at the first of the year regarding the recovery in prices, ordered goods beyond the ability of the market to absorb during the period of further price decline which followed. At the year-end import markets were generally overbought and overstocked and this condition prevails at present. Until stocks are worked off the outlook for 1930 is not particularly encouraging.

## CANADA

Canadian merchandise imports during the calendar year 1929 were valued at \$1,298,993,000, according to telegraphic information, dated January 25. This figure represents an increase of 6.2 per cent over the valuation of 1928 imports. Ex-

ports totaled for the year valued at \$1,182,112,000, or 12 per cent less than the 1928 export total. Features of the December trade returns are a decline of 11 per cent in imports and of 59 per cent in exports in comparison with December, 1928, figures.

## CHILE

Although the summer exodus of a large part of the wealthier residents of Santiago has as usual affected the retail turnover of this period of the year, retail sales so far during January appear to have been above those of the same days of 1929. Wholesalers' orders of imported goods are generally on the increase and the movement larger than in the preceding month. Money is less tight although the discount and rediscount rates remain at the slightly higher rates which prevailed in December. Commercial houses report an increase in the number of requests for credit extensions, especially from the textile trade.

## COSTA RICA

Trade in Costa Rica suffered a marked depression during January, and there are no indications of any favorable reaction until the excessive merchandise stocks have reached a normal level. It is stated that collections are becoming more difficult and banking facilities are being further restricted. Exchange remains pegged at the rate of four colones to the dollar, where it has been since 1924.

## Foreign Trade Week Engages Interest of Big S. F. Firms

TO stress the need of training for foreign trade work is an important objective of Foreign Trade Week, February 16-22, sponsored by the Foreign Trade Club of the San Francisco Chamber of Commerce. Among the first large San Francisco concerns whose interest in Foreign Trade Week was sounded out is the Paraffine Companies, Inc. These companies for thirty-five years have been exporting through the Golden Gate. In an interview, R. S. Shainwald, president of the companies, said:

"Since the close of the World War the interdependence of all nations has been more generally understood and appreciated by the American people than before. That interdependence, of course, is economic and has nothing to do with the political situation except in so far as the latter is affected by international commerce. American manufacturers, particularly, had realized this for some time prior to the World War and had been making consistent and careful effort to enlarge the foreign trade of the country knowing that such enlargement not only benefits the country but is an actual necessity in keeping the wheels of industry moving.

"Foreign trade is capable of great development by manu-

requires special study and is much more expensive to initiate than is domestic trade. This, not only on account of its distance from base and larger traveling expense, but intensive preparation of the salesman in advance so that he may have a very thorough knowledge of what he is selling; of what the customers' requirements are; of his ability to meet them—all of which can only be gained by intensive advance training. The representatives sent out by a firm must be men of irreproachable character—of good appearance and most careful in their statements; exaggeration of qualities of products must be avoided and no promises made that are not expected to be kept—performance must equal agreement.

"The Paraffine Companies, Inc., have been engaged in export business for thirty-five years past. The business is carried on by a department entirely separate from the domestic sales department; its problems are similar and at the same time different. . . . To state it as briefly as possible foreign trade is profitable but one should not undertake to engage in it unless he has a thorough knowledge of its necessities and is prepared to spend a considerable sum of money for its development before receiving any adequate

# AN FRANCISCO BUSINESS



FEBRUARY TWELFTH 1934

See Public Affairs

# New Orleans - one of America's three "story cities"



*Comfortable Club car is included in the fine equipment of the "Sunset Limited"*

## MARDI GRAS

*the renowned New Orleans Mid-winter Carnival, February 27 to March 4*

WHICH are the three most interesting cities in America? Frank Norris, famous novelist, declared them to be New York, New Orleans and San Francisco. "Story cities," he called them.

Southern Pacific, by steamship and rail, presents all three of these fascinating cities to the traveler in a single journey.

From San Francisco, through Los Angeles—the Spanish-American Southwest, a 10-day stopover if you wish in El Paso—Juarez, Old Mexico is but five minutes by trolley. Across Texas and Louisiana to New Orleans. You will enjoy a stopover there.

You will turn irresistibly to the old French quarter, every building of which is haunted with memories and legends. You will pass the site where stood the slave block in days before the Civil War. And you will turn with delight to the Mississippi River levees.

Here is quaintest Dixie! The modern, throbbing, vital city of New Orleans can never lose its foreign flavor.

And then, continuing your journey, you have your choice of convenient trains to mid-west or eastern destinations or a comfortable Southern Pacific steamship "100 golden hours at sea" to New York.

Return journey to California can be any one of *four* Southern Pacific routes. Stopovers may be taken anywhere.

Your name and address to E. W. Clapp, Passenger Traffic Manager, 65 Market St., San Francisco, will bring you without charge the handsome brochures: "*New Orleans, the Crescent City*" or "*Four Great Routes to the East.*"



## Southern Pacific

*Four Great Routes*

SUNSET ROUTE—"*Sunset Limited*"  
GOLDEN STATE ROUTE—"*Golden State Limited*"  
OVERLAND ROUTE—"*San Francisco Overland Limited*"  
SHASTA ROUTE—"*The Cascade*"



This Standard Oil Dealer  
is one of **11,000**

# RED, WHITE & BLUE Dealers

*Who have a new plan  
for serving you better*

It's a pleasure to drive into his clean, orderly premises — to know you will get exactly the motoring products that the manufacturer of your car approves for your use — to rely upon his alert, intelligent service!

There are eleven thousand of these Red, White and Blue Standard Oil Dealers. You will find them everywhere you go. Each knows that by serving

you better he helps himself and all the others. All are joined together in providing a new standard of service for Pacific Coast Motorists.

— *One* service everywhere — the best possible! — Service that means better motoring at less cost! — Standard Oil motoring products because they are unsurpassed. Red, White and Blue Dealers give better motoring service.

**STANDARD OIL COMPANY OF CALIFORNIA**

LISTEN IN—Presenting the San Francisco Symphony Orchestra and the Los Angeles Philharmonic Orchestra alternately, The Standard Symphony Hour offers its programs of enjoyable music every Thursday evening from 7:30 to 8:30 p. m. over KFI; K.C.O.; KGW; KOMO and KHQ. The Standard School Broadcast is presented Thursday mornings from 11 to 11:15 a. m.

# Keep in direct contact *with your* foreign representatives

## by **RCA** **RADIOGRAMS**

**M**ANY American corporations have learned of the superior service provided by RCA RADIOGRAMS. They are using this fast, accurate, dependable service daily to direct their overseas business. It's the modern means of direct international communication for modern business.

Direct RCA circuits to Europe, Asia, Africa, Central and South America, West Indies and Australasia.

Mark your messages "*Via RCA*"

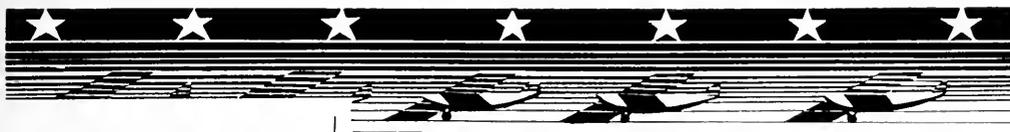
*Quickest way to all the world*

**R. C. A. COMMUNICATIONS, INC.**

28 Geary Street

San Francisco

Telephone GARfield 4200



*Officers of the San Francisco Chamber of Commerce*

Almer M. Newhall  
*President*

L. O. Head  
*First Vice-President*

J. W. Mailliard, Jr.  
*Second Vice-President*

Robert Newton Lynch  
*Third Vice-President and Manager*

Albert E. Schwabacher  
*Treasurer*

W. F. Benedict  
*Assistant Manager and Comptroller*



*Board of Directors*



H. M. Adams                      A. M. Brown, Jr.

R. D. Carpenter  
Leland W. Cutler

R. Stanley Dollar

L. O. Head                      A. F. Hockenbeamer

F. L. Lipman  
J. W. Mailliard, Jr.

Geo. P. McNear                L. H. Marks

Frederick H. Meyer          Almer M. Newhall  
N. R. Powley

J. T. Saunders                Albert E. Schwabacher  
Donzel Stoney

D. G. Volkman                Louis A. Weidenmuller  
A. Emory Wishon



*Chairmen of Standing Committees*



A. Emory Wishon, *Agricultural*  
Frederick Baruch, *Appeals*  
Henry Rosenfield, *Arbitration*  
R. J. Murphy, *Bean Trade*

Frederick H. Meyer, *Bridge and Highway*  
Robert Dollar, *China Commerce*  
J. W. Mailliard, Jr., *Finance*  
Ian Armstrong, *Foreign Trade*

Herbert Eloesser, *Domestic Trade*  
C. J. Kelly, *Fresh Fruit Export*  
George P. McNear, *Grain*  
L. O. Head, *Industrial*

Wallace M. Alexander, *Japanese Relations*  
J. H. Polhemus, *Latin American*  
Robert B. Henderson, *Legislative*  
J. C. Rohlfis, *Marine*

Capt. C. W. Saunders, *Maritime and Harbor*  
N. R. Powley, *Memberships*  
Donzel Stoney, *Municipal Affairs*  
L. H. Marks, *Publicity*

J. W. Mailliard, Jr., *Transportation*

# SAN FRANCISCO BUSINESS

Published weekly by the San Francisco Chamber of Commerce  
205 Merchants Exchange Building Phone DAvenport 5000  
Entered as second-class mail matter at the Post Office, San Francisco, California, under the Act of March 3, 1879  
SUBSCRIPTION FOUR DOLLARS A YEAR

GEORGE L. NORTH, *Editor*

H. H. DEMPSEY, *Advertising Manager*

Vol. XX

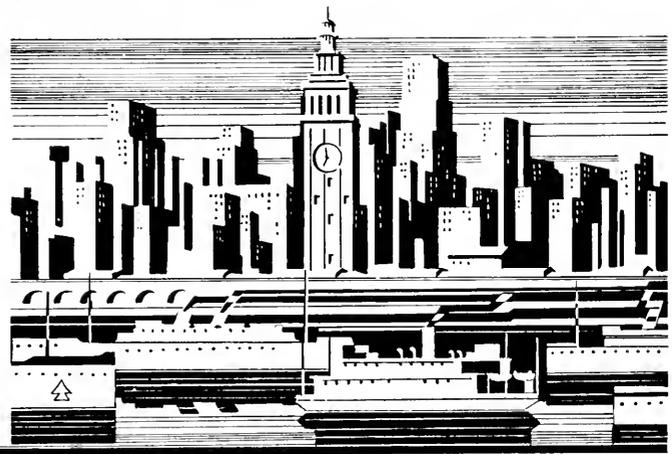
SAN FRANCISCO, CALIFORNIA, FEBRUARY 12, 1930

No. 7

## TABLE of CONTENTS

*Cover Illustration—Dutch Windmill, Golden Gate Park, San Francisco*

A PERSONAL LETTER	- - - - -	6
<i>By Almer M. Newhall</i>		
INDUSTRY—"WHERE LIFE IS BETTER"	- - - - -	7
<i>By John Cuddy</i>		
THE SALT WATER BARRIER	- - - - -	12
<i>By Ben Allen</i>		
RADIO HANDS ACROSS THE PACIFIC	- - - - -	14
<i>By G. Harold Porter</i>		
NATURAL GAS, A BOON TO INDUSTRY	- - - - -	16
<i>By P. M. Downing</i>		
TRADE ASSOCIATIONS, BUILDERS OF BUSINESS STANDARDS	- - - - -	18
<i>By Leo H. Shapiro</i>		
THE 1930 OUTLOOK FOR THE AUTOMOBILE INDUSTRY	- - - - -	20
<i>By Fred W. Pabst</i>		
CURRENT EVENTS IN WASHINGTON	- - - - -	22
<i>By C. B. Dodds</i>		
LEADS FOR NEW BUSINESS	- - - - -	41
FOREIGN AND DOMESTIC TRADE TIPS	- - - - -	43
INTERESTING EVENTS	- - - - -	46



## A PERSONAL APPEAL for Community Chest to Members of San Francisco Chamber of Commerce

This statement was made by one of our Directors at the regular meeting of the Board last Thursday:

"The most important task facing the people of San Francisco during 1930 is the successful raising of the Community Chest budget."



The history of the San Francisco Community Chest and its 107 welfare and relief agencies has abundantly justified the confidence of the Chamber of Commerce in sponsoring the movement responsible for the inception of the Chest plan in this city. It is my privilege, therefore, as President to request you as a member of this organization to continue your generous aid to the Chest for the ensuing year.

May I not suggest that you procure a copy of the 1929 Service Report of the Chest which gives in brief compass the best sort of reasons — solid achievements — for looking to the citizens of the city for the indispensable financial support which will enable the Chest to continue to discharge our common responsibility for the welfare and relief of our less fortunate fellow citizens.

The annual campaign for funds will start on February 24, 1930. It will be particularly gratifying to be able to report a 100% response from the entire membership of the Chamber of Commerce to this appeal which has the approval of our minds and hearts.

Very sincerely yours,

ALMER M. NEWHALL  
President

February 12, 1930

By

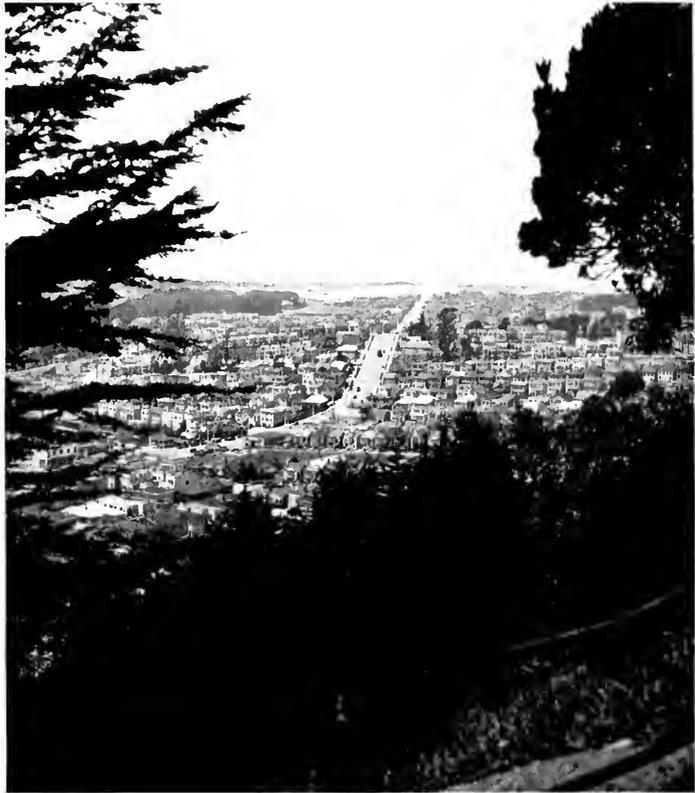
# JOHN CUDDY

Managing Director  
CALIFORNIANS INC.

SAN FRANCISCO'S young men in the Junior Chamber of Commerce recognize that San Francisco must make progress industrially, and they have taken upon themselves the task of helping to educate the community to the importance of this matter. Last year they engineered the first "San Francisco Products Week" to arouse interest locally in San Francisco's industries and products. The affair was a success. It carried the city several big steps on the road toward real industrial consciousness. With the second week to be held this year, February 15 to 22, "products week" becomes an annual event, and the Junior Chamber expresses its sentiment in the slogan, "San Francisco's Growth and Prosperity Depends on Industry."

As the young men of the Junior Chamber know, manufacturing in the State of California passed agriculture as a source of income in 1920, and has steadily increased its lead since then. In 1919 agriculture produced 16.1 per cent of the state's income and manufacturing 10 per cent. In 1927, the last year for which we have census bureau figures, manufacturing produced 50.2 per cent, and agriculture 31.2 per cent.

The metropolitan areas of San Francisco and Los Angeles are the large manufacturing centers of the state. In 1927, when the total value of manufactured products amounted to more than \$2,593,000,000, 77 per cent of it was produced in these areas. The Los Angeles area, consisting of Los Angeles County (4115 square miles), manu-



*Home ownership keeps employees in harmony with their jobs*

# INDUSTRY...

*"Where Life Is Better!"*

factured products valued at \$980,331,112. The San Francisco area, consisting of the counties of Alameda, Contra Costa, Marin, San Francisco and San Mateo (combined area 2164 square miles), manufactured products valued at \$1,017,257,289. The state's agriculture in the same year had a value of \$669,325,000.

Perhaps one reason why San Franciscans generally do not recognize the importance of industry to their community is that such a large majority of those gainfully employed in the city derive their income from other types of activity. It would surprise many of those in wholesaling, retailing, shipping, banking, utilities, and other great business activities of this city, to know that within the 12 square miles of San Francisco there are 2100

manufacturing plants producing nearly \$500,000,000 worth of goods and employing about 12,000 persons drawing more than \$61,000,000 in wages annually! Elsewhere within the metropolitan area are 1700 other plants turning out products worth about \$600,000,000 and employing about 56,000 persons drawing more than \$78,500,000 in wages. All together this area about the bay produces about one-third of the Pacific Coast's industrial output, with 42 per cent of this part coming from San Francisco plants.

Printing and publishing is the largest industry in San Francisco, with product value at close to \$50,000,000 annually. Then in the order of their output-value come: (2) coffee and spice roasting and grinding, (3) canning and preserving, (4) slaughtering and meat packing, (5) bread and other bakery products, (6) foundry and machine shop products, (7) furniture, (8) electrical machinery, (9) confectionery, (10) women's clothing.

The 1927 U. S. Census of Manufacturers for San Francisco showed sixty-seven industries each with an annual output worth more than \$1,000,000; of these twelve produced product worth more than \$5,000,000, and eight product worth more than \$10,000,000.

It may give an idea of the bread-and-butter and general-prosperity value of San Francisco industries to consider some of the larger classifications and what they do in a year. For instance, 141 plants handling food and kindred products employ 7000 workers, pay more than \$9,500,000 in wages and produce product worth \$123,400,000.

Paper and printing industry: 162 plants, 5800 workers, payroll \$10,710,000, product \$53,750,000.

Textiles and their products: 111 plants, 1750 workers, payroll \$5,115,000, product \$23,600,000.

Lumber and allied products: 130 plants, 3290 workers, payroll \$1,886,000, product \$20,147,000.

Machinery: 162 plants, 2960 workers, payroll \$1,670,000, product \$19,304,000.

Metals and metal products: 135 plants, 1360 workers, payroll \$2,278,000, product \$7,550,000.

Iron, steel and their products: 17 plants, 1000 workers, payroll \$1,600,000, product \$6,500,000.

Chemicals and allied products: 65 plants, 755 workers, payroll \$1,003,000, product \$10,000,000.

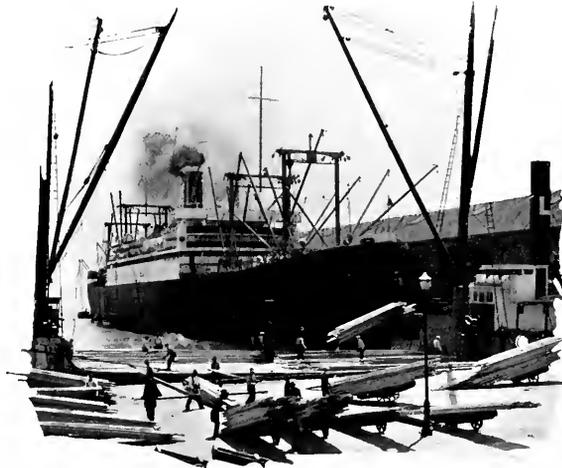
Leather and its manufactures: 39 plants, 570 workers, payroll \$803,000, product \$20,116,000.

Stone, clay and glass: 38 plants, 550 workers, payroll \$1,043,000, product \$2,750,000.

In addition to these there are 137 other plants employing nearly 11,000 men, paying more than \$19,500,000 in wages and producing more than \$112,590,000 in product.

In addition to the advantages this city owns in its world-famous harbor, and as the most natural and logical point from which to distribute on the Pacific Coast, it is blessed with a complex of conditions that makes it ideal for manufacturing. Its climate, never too hot or too cold and always stimulating to the best physical and mental effort,

gives 365 full working days each year. Tests recently conducted at Yale University to determine the effect of temperature on efficiency give scientific authority to the claim that San Francisco's working climate is ideal. Those tests demonstrated that the physical-energy optimum is attained at a temperature of 60 degrees, the physical-and-mental-energy optimum at 50 degrees, and the mental-energy



*From the Embarcadero docks stretch the sea lanes everywhere*

optimum at 40 degrees. San Francisco's temperature range runs between 53 degrees for the so-called winter months and 59 degrees for the summer. The advantage of this from the standpoint of plant operation is immediately apparent to those who have had experience with eastern climate, where temperatures for winter months average between 20 and 30 degrees, and for summer months between 65 and 75 degrees.

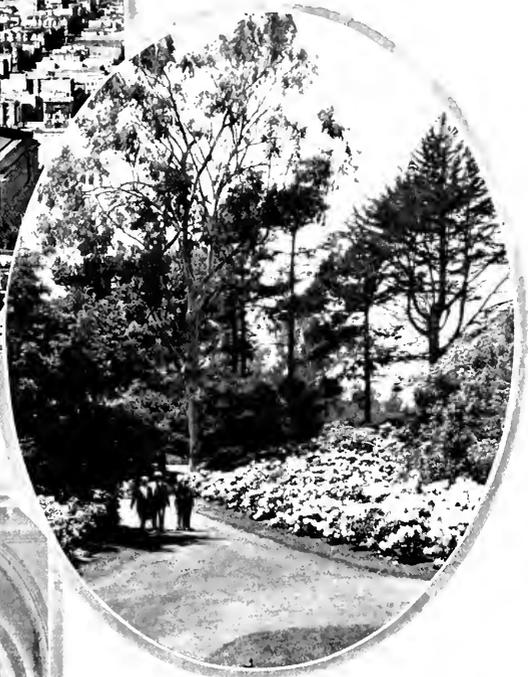
San Francisco's climate eliminates problems of plant construction that must be met under other climatic conditions. Here, for instance, there are no problems of heating and of construction to withstand snow loads. Construction can be lighter and easily arranged to provide airy, sunlit quarters.

Engineers of the Chamber of Commerce have determined that our climate makes possible a production-efficiency average 18 per cent higher

San Franciscans enjoy things tourists cross a continent to see.



San Franciscans take justifiable pride in the classic City Hall



Golden Gate Park — a never-ending display of beauty



Merchandise marts keep San Franciscans up to the click-of-the-minute in style



Where housewives keep down the household budget

than in the East. They reason that if labor is 65 per cent of the total cost of production, and climate increases efficiency 18 per cent, the total production cost is reduced 11.7 per cent. This is one reason why manufacturers here have a production-cost margin in their favor, even though

cars in the bay region is exactly \$17 per car, and that the nearest approach to this by any of their other nine plants throughout the country is \$12.

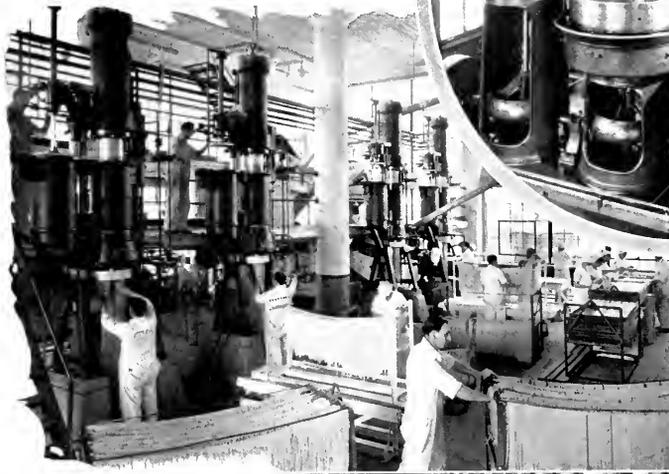
Let us look at the picture from the standpoint of the worker. He is contented and in harmony with his job, for he enjoys good conditions of em-

**FOOD FIRST IN VALUE OF PRODUCTS AND WAGE EARNERS EMPLOYED.**

"Made in San Francisco" foods maintain a high standard of quality. In clean brightly painted plants, illuminated by the sun and operated by the efficient fuel and power of gas and oil and electricity. Food manufacture is San Francisco's greatest industry.



*Grinding cocoa beans*



*Spaghetti, macaroni, noodles made from grains of the Great Valley*

labor is paid a little more than in the East. In this connection it is interesting to note that reports of the U. S. Department of Commerce give the following percentages for wages in relation to selling price at factory: San Francisco 15.1 per cent, New York 15.9 per cent, Los Angeles 16.1 per cent, Chicago 16.1 per cent, Seattle, 17.3 per cent, Philadelphia 17.1 per cent, Boston 17.7 per cent, Portland, Ore., 17.7 per cent, Detroit 18.1 per cent, Cleveland, 18.1 per cent. One automobile company claims that the cost of assembling their



*Canned Fruits—one branch of fruit processing that is distinctly Californian and distinctively a San Francisco development*

employment, relatively high wage and a low cost of living, and a fine even climate that stimulates to effort and seems to lessen the burden of all labor while it induces him to healthful outdoor recreation in his leisure hours.

[continued on page 33]

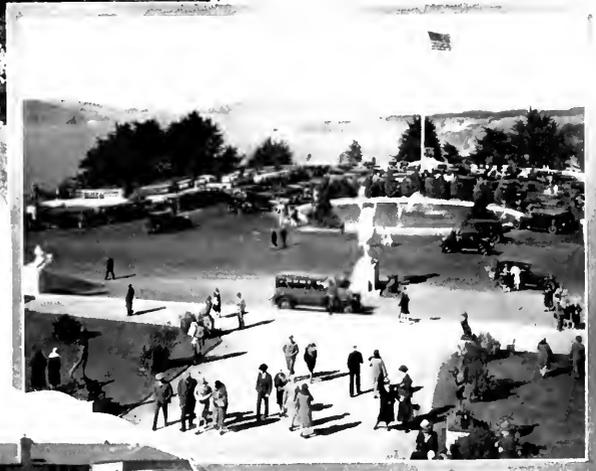
in 1930 indicate a substantial increase over 1929. Industries seeking locations as the result of scientific engineering. The U. S. Chamber of Commerce. The city is capable of great development by manufacturers in this district but many of its development desires, receiving any adequate return.

"It is the climate that makes San Franciscans the pre-eminently out-of-doors folk they are; and gives them a character unique among American cities."

— Robert Welles Ritchie.



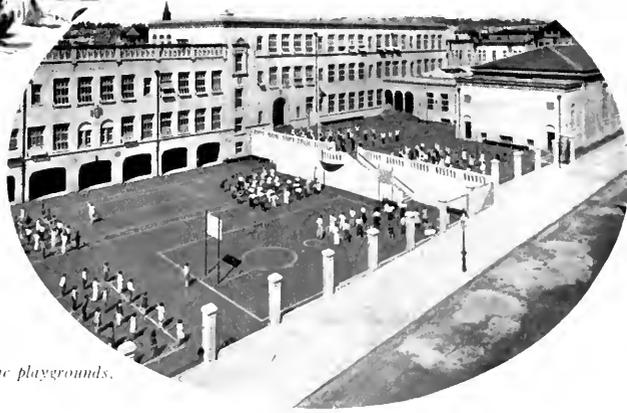
*Fleishhacker Pool, largest outdoor pool in the world, complements the ever popular "Beach"*



*Art and music combined with the mysterious feeling of intimacy with strange corners of the far Pacific—The California Palace of the Legion of Honor at the Golden Gate*



*Children of sunshine at the wading beach on the Marina*



*From the schools come leaders of men—from the playgrounds, kings and queens of sport*

# The Salt Water Barrier

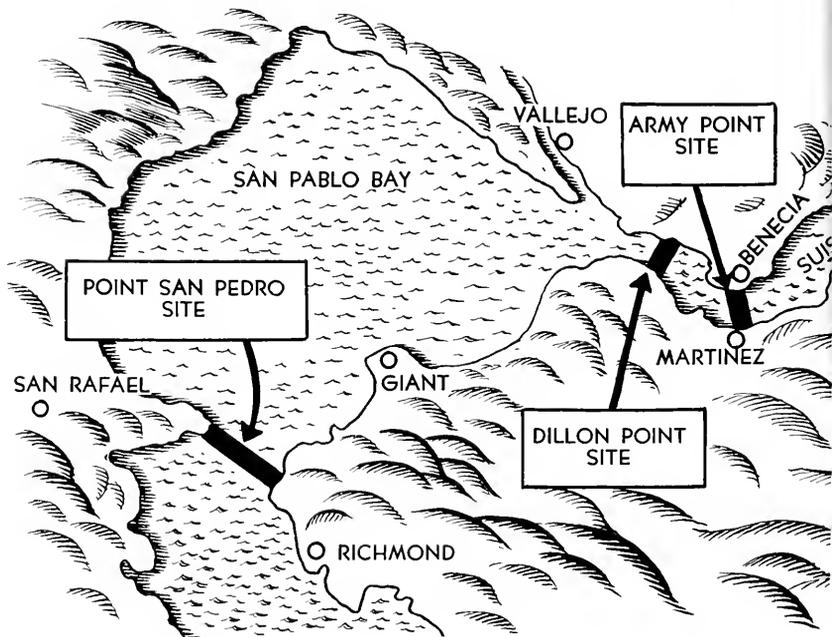
By Ben Allen

**F**OR the vicarious traveler there is nothing more fascinating than the study of maps from the vantage point of a comfortable arm chair. The reader of San Francisco Business, long accustomed to find between its covers keen analytical surveys of industrial projects and possibilities accompanied by arresting word pictures charting the course of economic progress, is invited to accompany us on an exploring trip under similar auspices and promising to unfold to him not only the pleasure of viewing the past and future topography of our state, but revealing a treasure trove infinitely more valuable than that attracting the Argonauts of '49.

We travel fast in fact in these modern days of accelerated transportation facilities, so let us travel backwards even faster in fancy to a considerable distance before we begin the actual survey

of the map of California. This journey backwards reveals a map, chiefly conspicuous for what it omits rather than for what it reveals. But it does show a number of highly civilized communities all sharing a similar quality insofar as location is concerned, for they are all placed on the deltas of great rivers.

Let's not forget this fact when we reach our home state in our travels. But before we reach there the conductor of this tour wants to show you a map devoted to displaying the big industrial districts of the United States. You will note that these are all located on lakes or rivers where it is



possible to get an abundance of industrial water by pumping directly from these lakes and streams. This fact is no more accidental than the location of the finest civilizations of ancient history on the deltas of rivers.

Remember we are traveling for profit as well as pleasure, so we must start with a clue to the treasure we seek. This is not a modern society treasure hunt, so you are informed at the start that water is the clue and also the ultimate treasure trove when properly conserved and used.

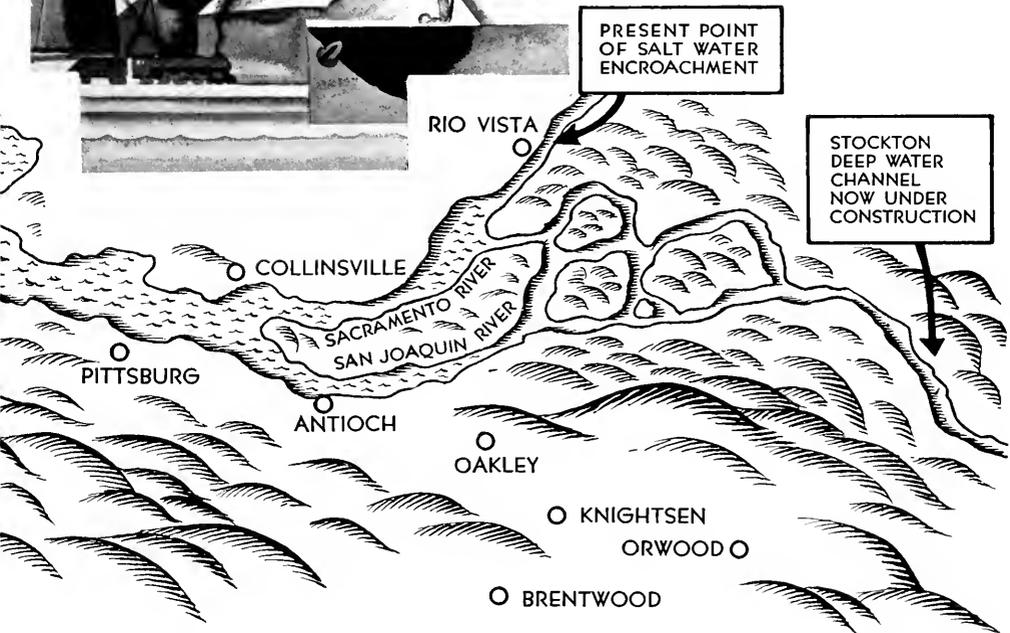
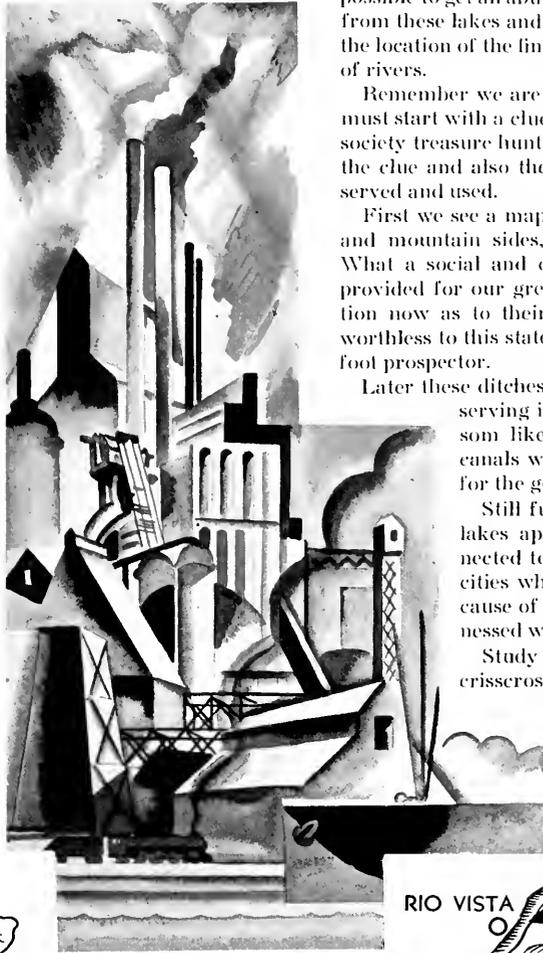
First we see a map of California with ditches winding about hill and mountain sides, water serving as the handmaiden of gold. What a social and economic romance these two resources have provided for our great commonwealth, but there can be no question now as to their relative values. Without water, gold is as worthless to this state as the fool's gold, which deceives the tender-foot prospector.

Later these ditches become bigger until they expand into canals serving irrigation districts and making the desert blossom like the rose. At the head of these ditches and canals we find lakes where the precious fluid is stored for the good of the growing crops.

Still further changes take place in the map. Larger lakes appear in the mountains with great wire-connected towers leading from them to farms, towns and cities where wheels turn and machinery performs because of the power generated from the flow of the harnessed water.

Study the map still more closely. Great pipe lines crisscross, carrying fuel oil and natural gas. These

[continued on page 30]



# RADIO



A view of the RCA Communications, Inc., operating room at 28 Geary St., San Francisco, where radiograms are sent and received

simultaneously to and from Japan, Philippines, Hawaii, Dutch East Indies, China, French Indo-China, New York and Europe.



By

G. Harold Porter

Vice President

R. C. A. Communications, Inc.

could develop the necessary enthusiasm, the British had a world-wide radio chain under way to supplement their splendid world-wide cable network. That the British Imperial Red Chain, as the world-wide network was called, was a most

**F**OR years before practical radio made its debut, London was the center of the world's communication systems. Great Britain and such countries as were favored, controlled the cable network. These nations whose borders failed to touch the waters of the oceans, were dependent for cable communication on their more favored neighbors on the coast. Seldom were such neighbors over-friendly, and in time of war the threat to cable communications was indeed serious.

With the invention and rapid development of wireless telegraphy, however, there was a ray of hope for many nations and peoples. Here, at last, was a communication means which ignored frontiers, laughed at distances, and defied interference. It seemed as though the British control of world-wide communications might at last be broken by a competing radio network. But the British were just as keen to appreciate the possibilities of radio communication, and long before other nations

ambitious undertaking in view of the limitations of the wireless technique of pre-war days, was generally suspected but had yet to be learned by actual experience.

It was during the trying days of the World War when the United States sought in every possible way to improve its overseas communication, particularly in the direction of putting the existing transoceanic circuits to everyday use, that the solution of practical, economical long-distance communication was worked out by Dr. E. F. W. Alexanderson in the laboratories of the General Electric Company. Soon this invention, the Alexanderson high-frequency alternator, was at work, bridging the Atlantic so that our Government might be in touch with our overseas Army and Navy. And when the war came to an end, the British were quick to seek exclusive contracts for the use of the Alexanderson alternator as a firm foundation for their Imperial Red Chain project.

But for the foresight of the late President Wil-

# HANDS across the Pacific

son, together with the indefatigable energy of the late Admiral Bullard and the collaboration of Owen D. Young, chairman of the General Electric Company, we would today be faced with a British monopoly of international radio communications quite as well as cable communications. However, the action of these patriotic Americans resulted in the cancellation of the contract with the British and the inauguration of an American world-wide radio communication organization, the Radio Corporation of America, in October, 1919. Acquiring the properties and contracts of the British-controlled Marconi Company of America by purchase, and securing the necessary patent rights

hitherto scattered among various electrical and wire communication companies in no position to engage in radio communication, together with the mobilization of the necessary personnel, finances and equipment, this new organization was soon in position to give the United States its rightful place under the sun in the matter of world-wide contacts. Furthermore, due to the flexibility and marvelous freedom of radio, the same organization could provide many of the smaller n a t i o n s

with independent and direct communicational facilities with America. It was the story of the development of the world cable network all over again, with the exception that, in keeping with post-war public opinion, the American people aimed at a commercial and good will network rather than at military and political considerations.

The newly formed Radio Corporation of America, as soon as private radio facilities were released by the Navy in 1920, opened direct radio circuits to Great Britain, France, Germany and Norway. Other circuits were steadily added, until today, a decade later, direct or indirect radio circuits are available to practically all leading countries from the New York and San Francisco traffic offices.

But to localize our story, for we are interested primarily in San Francisco:

American communications have ever developed westward, in pace with our spreading civilization.

## How San Francisco, the Communication Center of the West, Keeps in touch with Shipping and Far-Flung Countries . . .

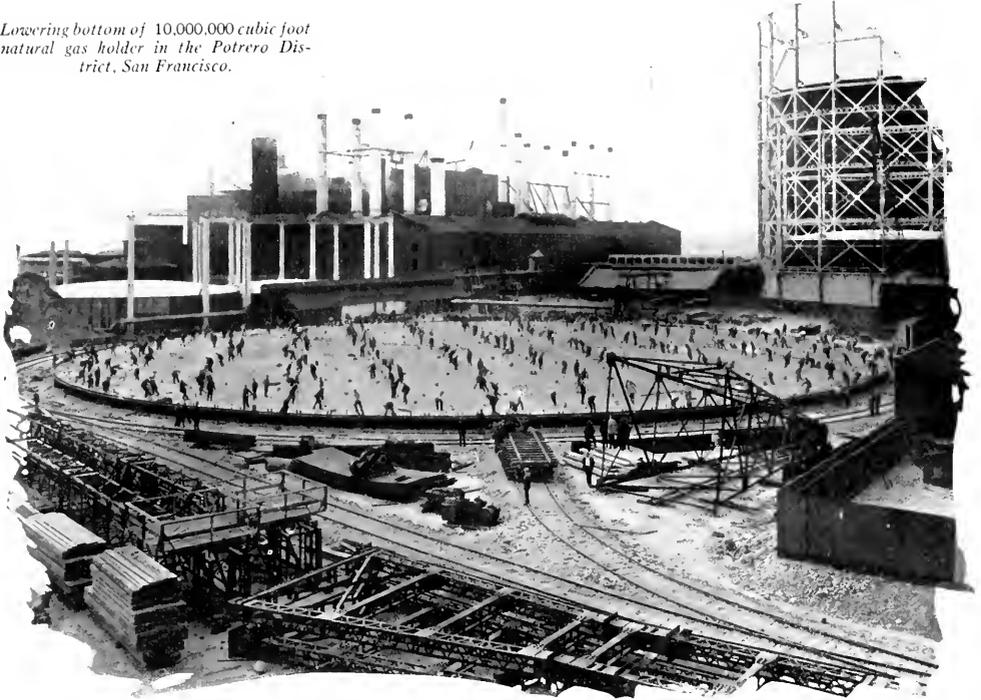


*RCA Communications, Inc., new power house at Bolinas, Calif., which houses many short wave transmitters for direct communication with Hawaii, Japan, China, The Philippines, Dutch East Indies, French Indo-China and other countries.*

The pony express, the stage coach, the railroad, the telegraph, the telephone, and then the radio, as well as the air mail. It was in 1915 that direct telephone service between New York City and San Francisco was inaugurated, due to the introduction of that great radio invention, the vacuum tube amplifier or repeater. In 1920, the Radio Corporation of America opened radio circuits between San Francisco and Honolulu, and through the latter station to Tokyo. Messages had to be relayed, for the broad Pacific could not be spanned in one jump. With the development of short-wave radio, with the peculiar skip-distance properties of such signals, greater distances could be spanned, more channels could be created for increasing traffic requirements, the traffic speeds could be increased, and static could be dominated. And so the Pacific radio circuits have grown until

[continued on page 35]

Lowering bottom of 10,000,000 cubic foot natural gas holder in the Potrero District, San Francisco.



# NATURAL GAS

## ~ a Boon to Industry

By P. M. DOWNING

First Vice President Pacific Gas and Electric Company

**I**N order that there may be a proper background for what I may say about natural gas, I think perhaps it might be well for me to review very briefly the history of the gas business here in San Francisco. It is one of the oldest industries in the city. Construction of the first plant was started very shortly after the incorporation of San Francisco as a city and the admission of California into the Union in 1850. But it was not until early in 1851 that gas was available for light- ing purposes which at that time was its only use.

It was manufactured from coal, costing \$36 to \$40 per ton, and the price was \$15 per thousand cubic feet.

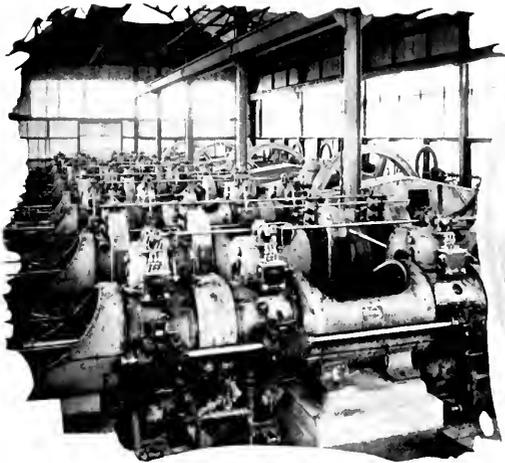
Coal gas continued to be supplied until about 1888 when oil was discovered in California and an assured supply became available at prices that warranted changing the manufacturing process from coal to a more efficient one, utilizing a combination of coal, oil and steam. This process continued to be used until about 1900 when a further improvement was made in the manufacturing process by which

"Sixty-five per cent of California's gas consumers now use natural gas. Lines now under construction will soon increase this percentage to ninety-five."

CLAUDE C. BROWN,

Natural Gas Administrator,  
California State Railroad Commission.

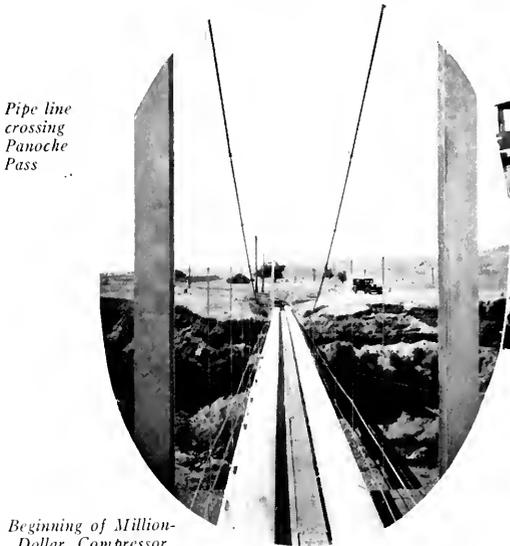
[continued on page 26]



Interior Kettleman Hills Compressor Plant



Excavating for pipe line

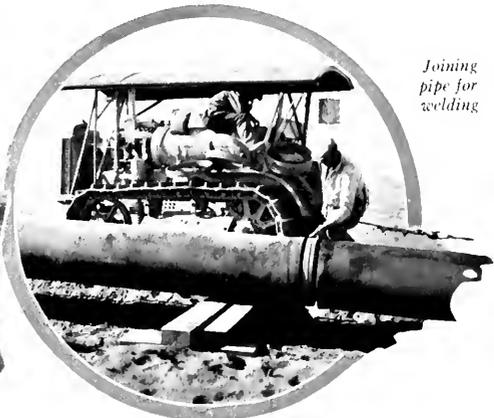


Pipe line crossing Panoche Pass



Laying out pipe along right of way, valley line

Beginning of Million-Dollar Compressor Plant, Kettleman Hills



Joining pipe for welding



# TRADE ASSOCIATIONS

*Builders of*

# BUSINESS STANDARDS

By *Leo H. Shapiro*

**T**HE modern trade association is the outstanding example of the organization of business

commodity or service with which they are concerned.

The Honorable Herbert C. Hoover, speaking of trade associations, has said:

upon a cooperative plan. It makes use of and coordinates the soundest thought and proved experience of an industry. It exemplifies, in business enterprise, the social and economic tendency towards cooperation. It has been defined as an organization of producers or distributors of a commodity or service upon a mutual basis for the purpose of promoting the business of their branch of industry and improving their service to the public through the compilation and distribution of information, the establishment of trade standards and the cooperative handling of problems common to the production or distribution of the

“The whole movement toward cooperative action arises from a fundamental need to which we must give heed. Where the objectives of cooperation are to eliminate waste in production and distribution, to increase education as to better methods of business, to expand research in processes of production, to take collective action in policing business ethics, to maintain standards of equality, to secure adequate representation of problems before the Government, and other economic groups and to improve conditions of labor to negotiate collectively with highly organized groups of labor, to prevent

#### EDITOR'S NOTE

The General and Miscellaneous Industries Section of the Industrial Committee of the San Francisco Chamber of Commerce is devoting its entire time to the study of trade associations and their benefit to industry. It is the purpose of this section to call together the several lines of San Francisco industry not now organized and offer assistance in effecting trade association organization where desirable. Mr. Shapiro, a member of the section, has prepared the accompanying article, and invites suggestions and criticisms from readers of San Francisco Business who are interested in trade association activity. Other members of the section are: A. J. Watson, chairman; B. A. Gayman, vice-chairman; W. J. Bevan, E. W. Cahill, Bruce D. Ellis, Leo P. Hone and Ralph Larsen.



unemployment, to supply information equally to members and to the public, upon which better judgment may be formulated in the conduct of business; then these activities are working in the public interest."

The following activities have been engaged in by trade associations with beneficial results to their members:

1. STATISTICS.

The monetary return from the use of business statistics is hard to measure in specific terms. Still a few examples are available. A cement dealer saved thousands of dollars on cement purchases by watching the cement and transportation statistics to determine the proper price at which to buy.

A sugar refinery was able to forecast from current sugar data the unprecedented consumption of sugar in 1925 by August of that year and to adjust its purchase and sales policies thereto. Knowledge of market conditions through statistics has enabled a firm of leather exporters to save from 2 to 4 cents a foot on leather for five years past, besides a great deal of time. Perhaps the best demonstration of what can be gained is from a statement at the National Electrical Manufacturers' Association, made by Gerard Swope, president of the General Electric Co., at the time, as follows:

"In my opinion the greatest immediate good will result to electrical manufacturers from this association if it brings about the tabulation and dissemination of industry statistics and secures the adoption of a uniform cost-accounting system by all manufacturers. Statistics and cost

accounting are fundamental to the intelligent conduct of any business. An essential requirement for successful management today is prompt and accurate information on available business and market conditions. Another essential is a knowledge of costs of manufacture. These two business aids arm an executive with the tools for doing business successfully. An organization such as this permits the members to cooperate in the compilation of these data for the benefit of all. The collection of industry statistics is one of the great tasks of a trade association.

**C**OMPETITION has changed from the contest of merchant with merchant to a gigantic struggle of industry with industry for outlets, for space on the dealers' shelves and in his window displays, and for a place in the consumer's budget. In this type of competition the trade association enters as a distinct force to center attention on the products of its membership without reference to any one member.

These statistics must be made available to the public as well as to members of the association and must conform to certain restrictions, but not to a degree where their benefit to the industry is impaired. Statistics as to production, quantity produced, shipments, sales, orders received, unfilled orders on hand, stocks on hand, and of employment can be collected and disseminated."

2. COST ACCOUNTING.

The importance of demonstrating the need for uniform methods of cost figuring is illustrated by Robert E. Belt, secretary of the American Malleable Castings Association.

"The conditions that were found to exist in the malleable-iron industry prior to an effort to standardize cost-accounting methods are typical of conditions in other branches where no special cost educational efforts have been made. About four years ago in this industry a test was made of the competitive conditions which resulted where

[continued on page 23]



# The 1930 Outlook for the Automobile Industry

By FRED W. PABST

*President for the San Francisco Motor Car Dealers Association*



**I**N view of the developments during the last three months of 1929 more serious thought than ever before has been given to the forthcoming year by men in every line of industry and merchandising.

During 1928 and 1929 the automobile industry reached its peak. During the year just past, more than five million motor cars were produced in the United States. With the slowing down of

business which followed the October readjustment of the market many motor car dealers found it necessary to carry over into the new year considerable stock. The motor car manufacturers have recognized this and have adjusted their production accordingly, with the result that by the end of March the motor car business throughout the United States should be on a normal plane, so far as production and consumption are concerned.



*Opening night of San Francisco's 1930 Automobile Show in the Civic Auditorium*

It is very easy for a motor car dealer, or a motor car manufacturer to give out the information that 1930 will be one of the greatest years in history of the industry, but all the time that dealer or manufacturer has been worried. Throughout January there was more or less anxiety as to what the year would bring forth in America's leading industry. The first great show to be held was the New York show. This was followed by the shows in Detroit, Chicago, Boston, Cleveland and San Francisco. It was the general opinion that the interest shown and sales made during these motor car shows would more or less tell the story as to what was to be expected during 1930. From the first day the attendance at New York was far ahead of last year. Sales were brisk and after the show the statements given out by the leading manufacturers were most sincerely optimistic. There was every indication that the motor car business would continue on its high plane and while 1930 may not reach the high figures of 1929, total sales at the end of the year should not be far under this mark.

In the West the greatest interest naturally was in the San Francisco motor car show. After the market depression of October many trade associations were inclined to look upon our show in a pessimistic light. We took the very opposite view. It was the general opinion of every member of the Motor Car Dealers Association that instead of endeavoring to keep the cost down and do as little as possible we would go to the other extreme and give San Francisco and the Pacific Coast the greatest show it has ever known. Now that the show is over we are all delighted with this decision and feel that our faith in San Francisco and California was justified. As an added attraction we brought to this show Maurice Chevalier, a man who has risen to fame in America during the past year—a man whom we consider to be the outstanding favorite in point of public interest. The San Francisco Motor Car Dealers Association contracted to pay this man \$25,000 for one week's performance. This was the largest sum ever paid to an artist for one week's entertainment in the history of the American stage. I am free to admit that more than one conservative business man threw up their hands in amazement and said the automobile dealers had gone crazy. At no time prior to

the show were we fearful of the final result. This was one time when we had confidence in our judgment, for we not only had faith in the drawing power of Chevalier but we knew that the show this year would present the finest line of new models ever exhibited at a San Francisco show. We felt that we knew the temperament

of the San Francisco public and were willing to gamble our money on their responding. From the very first performance it was apparent that we had made a ten-strike. The attendance record for every day in the week broke the record for all corresponding days of the past. The total attendance for the week far exceeded the show which featured Paul Whiteman and his band, which, prior to this year had been the record show.

"Ah, yes," says Mr. Wise Business Man, "but these people came to see a motion picture star and not your automobiles."

True, many of them came primarily to see the French star but they stayed to see the automobiles and no man or woman could walk through the San Francisco automobile show and inspect so many beautiful models at such attractive prices and not be conscious of the fact that they needed or would like to have a new car. Many dealers made more sales than at any previous show and it was the unanimous report that many more prospects were listed at this show than at any previous show. Not only has the show been a great success from the point of attendance but it has also been a great success from a business standpoint.

We believe that the tremendous outpouring of people which packed the auditorium to the roof every night cannot but have a good effect on business conditions generally throughout the bay district. It simply proves that business is here and people stand ready to invest their money in necessities and in some cases luxuries the same as in any year, with possibly a little more effort required on our part. We put forth that little more effort and the results speak for themselves. Every business man who attended the auto show last week must have left there with a stimulated feeling that 1930 was destined to be a highly prosperous year.

Motor car dealers are born optimists and it is a mighty good thing for any community to number among its citizens such optimists.



FRED W. PABST

# Current Events in WASHINGTON

By C. B. DODDS

Washington Representative, San Francisco Chamber of Commerce

**T**HE movement for legislation restricting immigration from other countries on the western hemisphere is approaching a showdown in the House Immigration Committee.

Business men on both Canadian and Mexican borders are intensely interested, particularly those in the southwest who depend upon Mexico for a supply of common labor.

Three bills are pending, each aimed primarily at our neighbor below the Rio Grande. The sponsors are Representative Albert Johnson, of Washington, chairman of the Immigration Committee; Representative Box, of Texas, ranking Democrat on the committee, and Representative Bacon, of New York. For several weeks the committee has been holding hearings with the idea of combining various features of the three proposals into a "committee bill."



More than a score of witnesses speaking for some of the most important industries of California and the southwest have appeared before the committee opposing the legislation on the ground that its enactment would cause a collapse of hundreds of millions of investments in the southwest, built up and manned by Mexican labor. Their main argument has been that no other type of labor is adaptable to conditions in that section and that any alternative supply of labor to perform menial work would create much more serious social and economic problems than Mexicans.

The pending bills would reduce immigration from Mexico almost to the vanishing point, holding it to approximately two

thousand a year which is a figure entirely inadequate to the labor needs in this country.

The movement in Congress for restriction is strong, chiefly, it is suspected, because of the fact that over the country at large it is proving a profitable political issue for members of the committee and other congressmen facing reelection. The restriction has been agitated for a number of years but has not as yet resulted in any definite action, by either the House or Senate Immigration committees, not to mention action by Congress itself. However, it is closer to action this time than ever before.

It is probable that before the House committee votes on a bill, a subcommittee, headed by Chairman Johnson, will visit the border from Texas to California, for a first hand survey. Such a subcommittee is likely to

[continued on page 10]



# Trade Associations *Builders of* Business Standards

[continued from page 19]

concerns were either using different accounting methods or guessing at their costs. Two castings each were furnished 43 different foundries which were asked to quote on an inquiry for 10,000 pieces of each pattern and to give their total estimated cost of production. With the actual castings before them, one would not expect any great variation in estimated cost; but there is the result of the inquiry. Of the 43 cost estimates on the one castings, about one-half showed a fairly narrow range—from about 7½ to 8¼ cents per pound. Those were the foundries that were in a position to prepare an estimate from their cost records on some more or less accurate basis. The variation in the estimated costs of these particular twenty-odd foundries did not cause any special concern. It was the other half of the companies, barring a few unreasonably high estimates, which were the ones that were crippling the industry through the establishment of a price which precluded anyone from getting business at a living price.

"As compared with a fair cost of the work at that time of about 8 cents per pound, there was one estimated cost of a fraction less than 5 cents, another at 5½ cents, and six others under 6½ cents. Excluding one abnormally high estimate, the range of the 43 cost estimates was from 4.9 cents per pound to 11.6 cents per pound.

"This inquiry and demonstration proved remarkably successful in convincing manufacturers who were skeptical of the need of and benefits from uniform cost-accounting methods. Everyone knew that actual differences in production costs could account for only a small part of the range in estimates."

The law as well as economic and business thought, has already recognized the evils of over-production, wide price fluctuations and such unsound practices as the marketing of products at a price which bears no rational relation to the total cost. The recorded annals of industry will reveal the great number of instances in which an ignorance of costs on the part of one member or a small group within an industry has tended to lead a whole industry to sell without an adequate margin of profit or at no profit at all.

In principle, those social advantages which accrue from the application of standardization to machinery and production operations, can be similarly extended to cost accounting methods. Thus, by exact analysis, careful estimate, and specific apportionment of the precise elements of cost, a complete view of the real cost of doing business can be had. In this manner, variation of costs and actual conditions of more efficient operating units will be cogently disclosed and the component items of cost will be as-



## Have you ever gone East through the beautiful *Feather River Canyon*

If you haven't, the trip will be a revelation to you. For here is the old West as untouched and picturesque as it was in pioneer days. After leaving the Feather River Country you cross Great Salt Lake by daylight, then pass through the magnificent Royal Gorge.

Excellent dining service. Through Pullmans to Chicago and St. Louis... no change of cars required. And by a fortunate adjustment of train schedules, the regions of chief scenic interest are to be seen during daylight hours.

*For complete information write or telephone*

**TICKET OFFICES:**

654 Market Street (Across from the Palace)

Also Ferry Building  
SAN FRANCISCO

Telephone SUtter 1651

**WESTERN PACIFIC**  
THE FEATHER RIVER ROUTE

certained. It is only by discovering the cost of each commodity, of each separate process employed in production or distribution, of each separate part which comprises the finished product, that there can be averted what was picturesquely termed by a pioneer in cost education, as "shooting arrows in the dark."

3. INDUSTRIAL AND COMMERCIAL RESEARCH.

These activities may be roughly divided into (1) industrial or technical research, and (2) commercial or economic research. The relation of the trade association to the research activity of its industry or trade is threefold: (1) As the agency actually carrying on the

research, (2) as an active assistant to and collaborator with the members in their independent investigations and studies, and (3) as a guiding influence encouraging the highest possible efficiency in the development of research among individual members.

Where the association is actually charged with carrying out industrial or technical analysis there are several plans which have been successfully operated:

- 1. Cooperation with Government laboratories through the research associate plan.
- 2. Arrangement with commercial laboratories through which several of the personnel are placed at the disposal of the association.

3. Establishment of fellowships and studentships in educational institutions.

4. Development of a complete laboratory owned and operated by the association.

The bureau visiting committee established by Congress cited in its recent report several cases of economic savings to industry from research in the Bureau of Standards — \$15,000,000 annually saved to industry and the public from the bureau's brake-lining investigation, \$40,000,000 annually from its tire investigations, and \$100,000,000 annually from the motor-fuel investigations and standards.

An example of how incidental gains from research may far more than pay for the research is seen in the bureau's investigations on elevator interlocks, which are credibly estimated as saving \$500,000 annually, to organizations owning and operating elevators, through voluntary reduction in insurance premiums by the insurance companies.

COMMERCIAL RESEARCH.

Formal commercial research is in its infancy. The National Retail Dry Goods Association supports the Prince School of Education for store service at Simmons College. Typical investigations of this association include operation of bargain basements, alteration workrooms, personal shopping service, merchandise control of stocks, court decisions on itinerant vendor and transient merchant legislation, operation of phonograph departments, receiving and marking procedure, store closing hours and vacation policies, method of prorating wrapping charges. Other special services are illustrated by its study of raw-silk supply, made at the time of the earthquake in Japan, and a detailed informational service carried on during the fur strike in New York. Other associations have been making similar investigations along similar lines in their own businesses, such as The Motor and Accessory Manufacturers' Association, The Institute of Margarine Manufacturers, The National Fertilizer Association.

Rather than attempt to catalogue all possible examples of association activity in this field, attention is directed to the list of activities appearing in the bulletin, "Market Research Agencies," published by the United States Department of Commerce, in which the achievements of forty-six associations in this line are listed. The research described covers practically every factor of market location, extent, continuity, capacity, and accessibility. While no group embraces the complete field, there is evidence of a systematic search for economies in the process of exchange and movement of goods and services. These activities are of the utmost interest to the consuming public because the results are expressed in permanent economies. To this end the domestic commerce division of the Department of Commerce is cooperating directly with trade associations as a clearing house for market research information and, in addition, is making

FIRST CLASS ROUND THE WORLD AS LOW AS \$1110

HOME TOWN TO HOME TOWN

On the famous President Liners you enjoy all the freedom, all the luxury of a cruise on a private yacht.

Stop over where you please within the two-year limit of your ticket . . . visit Japan, China, the East Indies at your leisure, glimpse the fascinating, far-off corners of the world, and then — continue your travels on another President Liner as you would on another train.

And this acme of travel experience — with comfort, accommodations, service second to none — is yours for as little as \$1110! Spacious cabins with real beds, delicious meals, and an unforgettable trip Round the World in 85 days, or two years, as you like.



INFORMATION SAILING S

You may start from New York, Boston, Los Angeles or San Francisco. Every week a palatial President Liner sails from Los Angeles and San Francisco — via the Sunshine Belt — for Honolulu, Japan, China, Manila and thence fortnightly to Malaya — Java nearby — Ceylon, (India overnight by Pullman), Egypt, Italy, France, New York.

Every two weeks a President Liner sails from Boston and New York for Havana, Panama, California, thence Round the World.

All staterooms are amidships, outside, with real beds. De luxe liners, luxurious public apartments, outdoor swimming pool, world-famed cuisine. First Class only, Round the World, as low as \$1110. Home Town to Home Town; with private bath \$1370.



Complete information from any steamship or tourist agent.

DOLLAR STEAMSHIP LINES

Robert Dollar Building, San Francisco. Phone DAVenport 6000. 406 Thirteenth Street, Oakland. Phone HOlliday 8020

supplemental regional marketing and commodity surveys.

4. SIMPLIFIED PRACTICE.

Simplified practice, meaning the collective effort of an industry to reduce waste in the production and distribution of its products, through eliminating unnecessary varieties in sizes, dimensions, grades, or qualities, is now a widely recognized and well-established trade association activity.

To the manufacturer, simplified practice means—

1. More economical manufacture through less idle equipment, better scheduling of work, accurate cost accounting, long runs on large units, simplified packing, simplified material inventory, reduced cost per unit.

2. More efficient labor through less seasonal fluctuations in employment, increased individual output, greater skill of workmen, ease of training employees, simpler and better inspection, smaller labor turnover, greater earning power.

3. Less capital tied up in raw materials, special mechanical equipment, semi-finished stock, finished stock, storage space, repair part.

To the distributor—

1. Increased turnover due to concentration of stock; staple lines—easy to buy, quick to sell—no slow-moving numbers; more effective sales force; more concentrated sales effort.

2. Less overhead and better service through lower handling charges, less stock depreciation, smaller clerical forces, less obsolescence, quick and reliable delivery, fewer misunderstandings and errors.

3. Decreased capital requirements for maintenance stocks, for packing materials, for storage space, for interest and other charges; also fewer complete lines to carry, and less operating margin required.

To the consumer—

Better value for money, better quality, prompt deliveries, quick replacement service, lower maintenance costs, simplified specifications, protection against unscrupulous traders.

5. INDUSTRIAL STANDARDIZATION.

Industrial standardization consist in singling out specific products and materials, in settling upon their performance properties, and dimensions, and in concentrating upon them both in production and in use to the end of bringing about the greatest possible industrial efficiency.

ADVANTAGES OF STANDARDIZATION.

The important role which standardization plays in industrial evolution, and its economic and social potentialities, are only beginning to be generally understood. Following are significant aspects of standardization, when carried out on a sound engineering basis:

1. Standardization stabilizes production and employment, since it makes it safe for the manufacturer to accumulate stock during periods of slack orders,

which he can not safely do with an unstandardized product.

2. It reduces selling cost. This is generally overlooked. Possibilities of reduced costs are generally even greater in distribution than in production.

3. It enables buyer and seller to speak the same language and makes it possible to compel competitive sellers to do likewise.

4. In thus putting tenders on an easily comparable basis it promotes fairness in competition, both in domestic and in foreign trade.

5. It lowers unit costs to the public by making mass production possible, as has been so strikingly shown in the standardization of incandescent lamps and automobiles.

6. By simplifying the carrying of stocks, it makes deliveries quicker and prices lower.

7. It decreases litigation and other factors tending to disorganize industry, the burden of which ultimately falls upon the public.

8. It eliminates indecision both in production and utilization—a prolific cause of inefficiency and waste.

9. By concentrating on fewer lines, it enables more thought and energy to be put into designs, so that they will be more efficient and economical.

10. By bringing out the need of new facts in order to determine what is best and to secure agreement on most questions, it costs as a powerful stimulus to

[continued on page 28]



**Fireman's Fund Insurance Company**

J. B. LEVISON, *President*

<b>Paid Up Capital</b>	- - -	<b>\$7,500,000</b>
<b>Policy Holders Surplus</b>	- - -	<b>\$20,000,000</b>
<b>Unearned Premium Reserve</b>	- - -	<b>\$15,335,000</b>
<b>Total Assets</b>	- - -	<b>\$39,800,000</b>

**Directors**

FRANK B. ANDERSON, *Chairman, Board of Directors, The Bank of California, N. A.*

EDWARD T. CAIRNS, *Vice-President, Fireman's Fund Insurance Company*

WM. J. DUTTON, *Retired*

EDWARD L. EYRE, *President, Edward L. Eyre & Company*

MORTIMER FLEISHACKER, *President, Anglo-California Trust Company*

A. P. GIANNINI, *Chairman, Advisory Board, Transamerica Corporation*

J. B. LEVISON, *President, Fireman's Fund Insurance Company*

CHARLES R. PAGE, *Vice-President, Fireman's Fund Insurance Company*

HENRY ROSENFELD, *President, John Rosenfeld & Sons*

F. W. VAN SICKLEN, *President, Dodge, Sweeney & Company*

FRANKLIN A. ZANE, *Vice-President, North American Investment Company*

**FIRE • MARINE  
AUTOMOBILE**

# Natural Gas, a boon to Industry

[continued from page 16]

the use of coal was eliminated, leaving as the only materials used, oil and steam.

Each change in these manufacturing processes reduced the cost of gas and with the reduced costs came a greater and more general use of it, not only for domestic purposes but present-day prices of manufactured gas are such that it is now being used to a very considerable extent in manufacturing and other industries as a substitute for other kinds of fuel.

From a modest beginning 75 years ago, the gas business has grown to a point where here in San Francisco alone it, today, represents an investment in production and distribution facilities of approximately \$25,000,000. Ten and one-half billion cubic feet were supplied in 1929 to more than 180,000 consumers.

The company with which I am associated supplies gas not only here in San Francisco but to practically all of the larger cities in the northern part of the

state. Our total output last year was approximately 24,000,000,000 cubic feet of which, as already stated, ten and one-half billion was supplied here in San Francisco.

The business is growing. People have come to realize the advantages gas fuel has over other types of fuel. To meet these growing demands and to provide equipment and facilities to keep pace with the improvements that have been made in manufacturing processes has called for an expenditure of large sums of money. The utility business differs from other businesses in that they render service generally as monopolies under public regulation. Their obligation to keep pace with the growth and development of the industry calls for their adding continually to their capital investments. It also differs from other industries in that the capital investment per dollar of income is much higher than in other lines. A merchant would not feel that his business was a success if he did not turn his capital over several times each year, whereas if a public utility can turn its invested capital over one in five to seven years it feels that it is doing a very satisfactory business.

This means that utility companies are continually in the market for money. If they are to secure this money at anything like reasonable rates their credit must be good. No business can secure money at reasonable rates unless its credit is good.

Some idea of the amount of money required to carry on a utility business may be had when I tell you that during the past two and one-half years Pacific Gas and Electric Company to make the necessary additions and betterments to its electric, gas, water and other properties, to meet the growth of the business, financed itself to the extent of eighty-eight and one-half millions of new money. Of this amount \$33,150,000 came from the sale of bonds; \$15,597,000 from the sale of preferred stock, and \$30,772,000 from the sale of common stock. The bond money cost us 4.75%, the preferred stock money 5.78%, and the common stock 6.14%.

1929 was a very busy year with us. We added to our operating properties extensions, improvements, etc., amounting to more than \$30,000,000. In 1928 we expended for the same purpose approximately \$25,000,000. Plans already approved for 1930 call for expenditures of from \$35,000,000 to \$40,000,000.

Although the trend of the price of gas in the San Francisco Bay area has for years been downward, we have realized that this section of California has been under a heavy handicap in its efforts to secure new industries. Our friends from south of the Tehachapi will naturally disagree with me when I say that here in San Francisco Bay area we enjoy more natural advantages than are to be found

## AMERICA IS DRIVING 700,000 MORE BUICKS

than any one of the  
fifteen other makes of cars  
in Buick's price class

STATE	BUICK IN U. S.	2nd CAR IN U. S.	3rd CAR IN U. S.
CALIFORNIA	140,193	98,935	57,756
<b>TOTAL IN U. S.</b>	<b>1,465,988</b>	<b>730,652</b>	<b>639,511</b>

Latest figures by R. L. Polk and Company, showing total registrations of these cars.

**AFTER ALL**, the desire of every discriminating motor car buyer is to make certain of *full value* in his motor car purchase. Investment in a new Buick is an *investment* in certainty, as is evidenced by the fact that America is driving 700,000 more Buicks than any one of the fifteen other makes of cars in Buick's price class.

The total number of Buicks registered, 1,465,988 cars, is more than double the volume of the second place car—almost triple the volume of the third place car—and from four to eight times as great as the majority of cars in Buick's price class.

Why? Simply and solely because Buick provides the thrilling performance advantages of the new Buick Valve-in-Head engine and sealed chassis . . . because it offers the beauty, comfort and luxury of Bodies by Fisher . . . and because actual records of Buick cars throughout a quarter-century prove that investment in a Buick is, indeed, an investment in positive motoring satisfaction.

The proof of value is in the buying. *America is buying Buicks.* You, too, will profit by making Buick your choice.

**HOWARD AUTOMOBILE COMPANY**  
SAN FRANCISCO / OAKLAND / LOS ANGELES / PORTLAND

WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM

In 1930 indicate a substantial increase over 1929. industries seeking locations as the result of scientific engi- the U. S. Chamber of Com- great development by manu- fore, receiving any adequate

in any other part of the United States. Our supplies of raw materials are inexhaustible; our shipping facilities are unsurpassed; our potential market in the Orient is unlimited, and our climate is the best in the world. But we have been handicapped by not being able to offer to industries seeking locations, fuel prices comparable with those obtaining in the southern part of the state where for the past 10 or 15 years natural gas has been available.

Considerable exploration work has been done here in the northern part of the state in an effort to develop a natural gas supply. Wells have been put down in many different localities and some gas has been developed, but the supply has been very limited and undependable. I speak from experience. A few years ago we decided to go into the natural gas business and being unable to obtain a supply elsewhere at a reasonable cost we decided to drill a well ourselves. We consulted a number of eminent geologists who, after an extended study of the possible oil producing areas within a radius of 100 to 200 miles of the bay area, decided that the Montezuma Hills, lying east of Suisun in Solano County, was the most promising location. They even went so far as to tell us almost the exact depth at which we would probably strike gas and the depth at which we could expect to strike oil. We were intensely interested in our new enterprise. We went beyond both of these depths, but we did not stop. We were good

spots and kept on going until at a depth of something over 5000 feet we struck the finest flow of salt water you ever saw. We then decided that it was time to stop, so we charged up something over \$250,000 to experience and gave up the idea of developing our own supply.

The matter of bringing natural gas into the San Francisco Bay area from the upper San Joaquin Valley oil fields has been under consideration ever since it was first discovered in commercial quantities, but due partly to the distance of the oil fields from the bay market, with the resulting heavy cost of transportation, and partly to the early uncertainty as to the permanency of the supply, no attempt was made to bring it north until about two years ago. About that time we entered into negotiations with certain oil companies operating in the Buttonwillow and Kettleman fields which ripened into an agreement under which they sell us gas at those fields and we transport and market it. The Buttonwillow field had already been developed. A number of wells had been put down to depths ranging from 3500 to 5000 feet, and after being tested to a point where there was reasonable certainty that the supply was permanent, had been capped. In the Kettleman field a number of companies were drilling but none of the wells were producing either gas or oil in commercial quantities. Our contracts gave us the right to purchase gas in sufficient quantities to meet our requirements if and when a supply

were developed. We proceeded with the construction of a pipe line but before it was completed a number of different wells in the Kettleman field were brought into production. Since that time the supply from that field alone has been far in excess of present requirements.

The average depth of the wells in this field is around 7000 feet. The available supply is something over 360,000,000 cubic feet per day. Along with this enormous flow of gas there is produced 13,000 or 15,000 barrels of exceptionally high grade oil. In fact this oil is of such high quality that it can be successfully used in its natural state as a substitute for gasoline in the operation of automobiles. The gas has a very high heat value, being more than double that of the manufactured product, and it carries with it no objectionable foreign matter that prevents it being used direct from the wells.

Coming from the wells it carries in suspension a considerable amount of gasoline. This is salvaged, passing the gas through absorption plants, after which it is delivered directly into our pipe line at approximately 400 lbs., the pressure at which the line is designed to operate. Any reduction in pressure will reduce the capacity of the line. To maintain this pressure and to safeguard against any reduction in pipe line capacity due to drop in well pressure, we have provided a compressor plant at the receiving end of the line near Kettleman.

The well pressures, when capped, run

[continued on page 38]

# 1-2-3-4-5-6

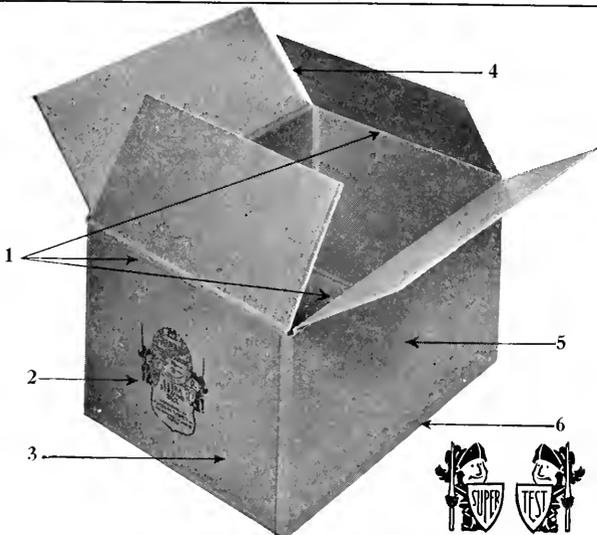
Plain Facts that Explain *Why*

## FIBREBOARD

Super-Test Shipping Cases Deliver Your Goods *Better*

### FACT No. 3

*Color*—The color was selected because it will most effectively set off the printed brand and sales message. Also, Fibreboard Cases are always clean, because dirt incidental to handling does not show.



#### Mill and Factories:

San Francisco	Stockton	Antioch	Vernon
Southgate	Los Angeles	Port Angeles	Sumner
Port Townsend	Philadelphia	Honolulu	Kahului

#### Sales Offices:

SAN FRANCISCO, LOS ANGELES, PORTLAND,  
SEATTLE, CHICAGO, PHILADELPHIA,  
SALT LAKE CITY, OAKLAND

## FIBREBOARD PRODUCTS INC.

RUSS BUILDING. SAN FRANCISCO

# Trade Associations, *Builders of Standards*

[continued from page 25]

research and development, and it is thus in decided contrast to crystallization resulting from fixity of mental attitude.

11. It is one of the principal means of getting the results of research and development into actual use in the industries.

12. It helps to eliminate practices which are merely the results of accident or tradition and which impede development.

13. By concentration on essentials and the consequent suppression of confusing elements intended merely for sales effect,

it helps to base competition squarely upon efficiency in production and distribution and upon intrinsic merit of product.

14. Standardization is increasingly important for the maintenance and development of foreign trade. There is strategy in nationally recognized "American" specifications.

15. The efficiency of competing countries, increasing through national standardization programs, is liable to transfer competition from foreign markets to our own shores.

16. Joint effort in bringing about standardization within and between industries almost invariably leads to better understanding and to beneficial co-operation along other lines — a step toward the integration of our industries.

## 6. PUBLIC RELATIONS.

The relations of the various industries and trades with the public become increasingly important each year.

In 1921 the public demanded an explanation of the high cost of living. Confidence in trade matters was generally lacking. Distribution came forward with a clean bill of health for their trade but invariably pointed a finger of suspicion at some other trade or industry. To the student of economics the most important result from this period of unrest was the sudden eagerness with which business turned to the collection of facts on all phases of its operations.

Competition has changed from the contest of merchant with merchant to a gigantic struggle of industry with industry for outlets, for space on the dealers' shelves and in his window displays, and for a place in the consumer's budget. In this type of competition the trade association enters as a distinct force to center attention on the products of its membership without reference to any one member.

As a result of viewing the activities of trade associations in the field of public relations, their experience would indicate that success is attained, first, by having definite objectives thoroughly understood and agreed upon by the membership as a whole; second, in taking a long time view in the development of public confidence; and, third, in organizing a staff familiar with the technique and mediums for putting policies into action.

## 7. COOPERATIVE ADVERTISING.

This type of cooperative effort is perhaps the latest development in the trade association field.

The experience of the Associated Salmon Packers in 1926 affords a specific illustration of an association problem and the methods employed in its solution.

For years the red varieties of salmon have had preference in the market, because they were the first to be packed—the public knew no other kind. But "reds" now constitute only about a quarter of the average pack. More than half the entire pack each year is of the "pink" and "chum" (white) varieties of salmon, the pink comprising the larger proportion. Because of their abundance, pinks can be bought by the public at a much lower price than reds. The former measure up equally with reds in nutritive value, and many persons prefer the flavor of the pink salmon.

The war dislocated the foreign markets for salmon, and ever since that time there has been a heavy carry-over

## Develop Technique

Just as much depends upon it in  
Business as in Art or Sport

*Technique* in Business is that skilled and refined procedure which harmonizes mind with method and motion. Business that has it—individuals that have it—accomplish more, and do better work with less effort, less time and less waste.

Not long ago Business shied at the use of a term, or a practice, which had anything to do with Art—or even Sport. Not so now.

Modern Accountancy has shown not only that Modern Business *is an art*, but that its great advance is due to its recognition, and its application, of exactly the same factors and methods which have produced great Art—and made Sport so universal and so interesting.

In the control of your business—in the method or system of your management—in the endless operations of all material functions—*develop technique*.

## ERNST & ERNST

### CERTIFIED PUBLIC ACCOUNTANTS

914-925 RUSS BUILDING, SAN FRANCISCO  
F. A. LINDEN, C. P. A., CALIF., RESIDENT PARTNER

NEW YORK	PITTSBURGH	CLEVELAND	ATLANTA	CHICAGO
PHILADELPHIA	WHEELING	AKRON	MIAMI	MILWAUKEE
WILMINGTON	ERIE	CANTON	TAMPA	MINNEAPOLIS
READING	DETROIT	COLUMBUS	BIRMINGHAM	ST. PAUL
BOSTON	GRAND RAPIDS	YOUNGSTOWN	NEW ORLEANS	INDIANAPOLIS
PORTLAND	KALAMAZOO	TOLEDO	JACKSON	FORT WAYNE
PROVIDENCE	ST. LOUIS	CINCINNATI	DALLAS	DAVENPORT
WASHINGTON	KANSAS CITY	DAYTON	FORT WORTH	DENVER
BALTIMORE	OHAMA	LOUISVILLE	HOUSTON	LOS ANGELES
RICHMOND	MEMPHIS	HUNTINGTON	SAN ANTONIO	SAN FRANCISCO
WINSTON-SALEM	TULSA	BUFFALO	WACO	SEATTLE
		ROCHESTER		

of pink and chum salmon — averaging above a million cases, and in January, 1926, amounting to over 1,500,000 cases.

The remedy selected for this situation was advertising to the Nation:

1. To advance the prestige of pink salmon, so that the public would not discriminate in favor of salmon of higher price.

2. To clear old stocks from the shelves of the grocery stores of the country, and in their replenishing, abolish the heavy carry-over and so bring the new pack into a waiting market. This would mean reducing storage and carry-over costs to the packers and restoring the industry to a healthful condition.

A \$200,000 initial campaign was authorized, confined to March, April, May and June. Assessments were made on pink and chum stocks then on hand, on a basis of 20 cents per case (5 cents per dozen cans). This represented less than 3½ per cent of the then wholesale selling price of pinks. The entire advertising campaign cost no more than it ordinarily cost to warehouse the stocks for three or four months.

The campaign began in the midst of the Lenten season, when sales are especially susceptible of stimulation. An important feature of the copy was the offering of \$1000, in 50 prizes, for the best pink salmon recipes received by the Associated Salmon Packers up to August 31.

In advance of the launching of the campaign, telegraphic requests went out

to newspapers in all the leading salmon marketing centers of the country requesting quick survey among jobbers estimating the stocks of the various grades of salmon on hand, and the next day data were available showing where stocks were light and would need quick replenishing, and where stocks were heavy and needed the stimulus of advertising for moving.

Knowing that a national advertising campaign on pink salmon was coming brokers, jobbers, and retailers put in orders. Pink and chum salmon sales, the packers, estimated, were five times as great in the first six months of 1926 as in the same period in 1925. Sales during the salmon year from July 1, 1925, to July 1, 1926, were 750,000 cases more than the entire pack of 1925, and the carry-over that had been 1,500,000 cases January 1, 1926, dropped to less than 400,000 cases by July 1.

With the termination of the \$1000 prize recipe contest, replies from 60,000 women all over the United States were received, inclosing, it is estimated, 200,000 choice recipes for preparing dishes from canned pink salmon. All the prize-winning and "honorable mention" recipes are being assembled for publication in a "Prize Pink Salmon Cookbook" for wide distribution as one of the important elements in future campaigns.

The campaign also included window and store displays, the distribution of posters, dealer helps, and display mate-

rial, and the featuring of salmon dishes by hotels and restaurants.

Innumerable examples of the experiences of other groups would serve only to show that each problem is peculiar to the particular trade or industry, and that it must be studied in that light by specialists in the field of advertising.

8. TRADE RELATIONS.

The liberal attitude of Government toward industry, has encouraged business men throughout the country to attack collectively the subject of trade relations and self-regulations. A few of the most serious trade abuses and unethical practices which are complained of generally by manufacturers and distributors in practically every trade are the following:

Unjust returns of merchandise.  
Failures to deliver at appointed time.  
Misrepresentations of merchandise by salesmen.

Unreasonable cancellations.  
Disregard of shipping instructions.  
Salesmen promising things employers can not fulfill.

Selling competitors when line is stated to be exclusive.

Salesmen urging retailers to overbuy.  
Failures to confirm orders.

Delivering merchandise not according to samples or to specifications in an order.

Accepting orders which can not be delivered.

[continued on page 32]

MEMBERS

- |  |                                  |
|--|----------------------------------|
| New York Stock Exchange                | New York Cocoa Exchange, Inc.    |
| New York Cotton Exchange               | Chicago Board of Trade           |
| New York Coffee & Sugar Exchange, Inc. | Chicago Stock Exchange           |
| New York Produce Exchange              | National Raw Silk Exchange, Inc. |
| New York Curb Market                   | National Metal Exchange, Inc.    |
| Rubber Exchange of N. Y., Inc.         | Dallas Cotton Exchange           |
|  | Houston Cotton Exchange          |



MEMBERS

- |                              |                              |
|------------------------------|------------------------------|
| Los Angeles Stock Exchange   | Seattle Stock Exchange       |
| Los Angeles Curb Exchange    | Seattle Grain Exchange       |
| Memphis Cotton Exchange      | Toronto Stock Exchange       |
| New Orleans Cotton Exchange  | Vancouver Stock Exchange     |
| New York Stock Exchange      | Winnipeg Grain Exchange      |
| San Francisco Stock Exchange | ASSOCIATE MEMBERS            |
| San Francisco Curb Exchange  | Liverpool Cotton Association |

**E. A. PIERCE & CO.**

301 Montgomery Street . Davenport 8200  
SAN FRANCISCO

360 Fourteenth Street . Holliday 7500  
OAKLAND

Home Office:  
11 Wall Street, New York City

Western Branches:

- |               |         |             |           |
|---------------|---------|-------------|-----------|
| San Francisco | Seattle | Los Angeles | Portland  |
| Oakland       | Tacoma  | Pasadena    | Vancouver |

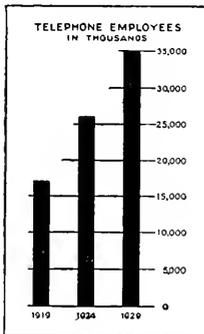
Private Wires to Principal Cities



# 35,000

WHEN you lift the receiver, 35,000 Pacific Coast telephone people are at your service.

These thousands serve you at the switchboards, as linemen on the poles, as cable splicers, as engi-



neers, as clerks, and in a great variety of ways.

How rapidly the Coast as a whole is growing is shown by the growth of telephone usage.

Your telephone staff on the Pacific Coast has *doubled* since 1919!

THE PACIFIC TELEPHONE  
AND TELEGRAPH COMPANY

# The Salt Water Barrier

[continued from page 13]

facilities are planned years ahead to care for a population growing faster than the normal rate of increase. Power lines show the same disposition, while communication and transportation lines on the map exhibit a similar carefully matured system of discounting the future. Scattered over the map we find packing houses and canneries devoted to the preservation of our orchard crop exquisites.

Is there any evidence of a well-ordered plan to conserve for beneficial use the most valuable of all our natural resources, water? We search the map with disappointing results. Irrigation and power developments of course have had to make provision for their needs, but naturally only with their own immediate utility in view, and not greatly concerned with conserving the water for which they have no use.

Has water figured in making of our map only to the extent outlined above, since the turbulent wave of gold seekers receded from the scene? On the contrary it has both marked and marred that map as no other element has. Viewing our map with the eye of the historian, we see great lakes removed by state and Federal reclamation projects and state and local irrigation districts from the floors of the Sacramento and San Joaquin valleys. We see four hundred thousand acres wrested from the marshes and floods of the Sacramento-San Joaquin delta to form a district not exceeded in richness even by the far famed delta of the Nile.

But what do we see encroaching on that richly reclaimed domain, paying tribute to California by providing the state with one-fourth of its agricultural income? It is a fine line of white salt steadily pushing its way into the heart of the delta with lethal effects on the productivity of the land.

So we see something missing here, there and everywhere on our map. Both north and south we find land rich as any under the sun, but failing in fertility because of a lack of sufficient water, yet we turn our eyes to the confluence of our two splendid rivers and witness the passage from them to the sea of millions of acre feet of water; water in quantity sufficient to irrigate every available acre and leaving enough to supply the domestic and industrial requirements of a population of thirty million people.

That is a sober considered statement, which can be verified by the actual measured flow of the far flung water sheds drained by our two big rivers, while the economic prediction certainly is not unreasonable. Long before the machine age, and while the home was still the factory, the twelve million irrigated acres of the Euphrates Valley supported a cultured civilization of thirty million souls. Surely with the facilities of our modern machine age we can do as well in this state.

But we must continue our travels. Emerging from the baronial farms of the delta we pass along the rim of the upper bay, formed by the confluence of the Sacramento and San Joaquin rivers, hives of human activity in the form of great industrial plants, located there because conditions are just about ideal for their operation. In the county of Contra Costa alone the value of the finished output of these big industrial plants amounts to the staggering total of \$530,000,000 annually. Add to this the enormous income of the delta soil products



## Business Men

find at Hotel Sir Francis Drake that atmosphere of character and refinement to which they are accustomed. Located close to the financial and business districts, it is a popular place to discuss corporate affairs.

Private rooms may be had for conferences and meetings and the suggestions and services of our Catering Department are available for dinners, banquets and social affairs.

### 600 Outside Rooms

Each With  
Radio  
Servidor  
Softened Water  
Tub and Shower Bath  
Circulating Filtered Ice Water  
Vita-Glass Windows  
(Western Exposure)  
The "Sleepiest" Beds on the  
Pacific Coast

Rates  
from \$3.50

L. W. HUCKINS, Managing Director

HOTEL  
**Sir Francis Drake**  
POWELL AT BUTTER  
SAN FRANCISCO

and we have the wealth of the state piled up each year from these two sources to a total of nearly \$700,000,000.

And just as surely as the floods of the Sacramento and San Joaquin run into the Pacific Ocean, just as surely does this stream of wealth pour into San Francisco and the metropolitan area of San Francisco Bay.

We note a perceptible disposition on the part of the San Francisco map travelers to rise a bit in their chairs for a closer look at the map. It is to their credit that they are interested because after all the whole rim of the bay is barely suburban to the metropolitan district. A fellow San Franciscan, and, because of his love for his native city, he surely could not have been speaking ironically, said recently that San Francisco is in a perpetually receptive mood.

When San Francisco realizes, and that realization is coming very fast, that she has the power to unlock the treasure trove of California's greatest resource, the mood will become very positive, resulting in an economic advance vastly more important than that caused by the discovery of gold.

We promised not to make this a guessing contest, nor do we wish to tire our travelers. Besides we have reached the upper section of the bay where the secret of turning water into wealth lies. The missing factor on the map is a salt water barrier near San Francisco Bay designed to shut out the salt water of the ocean and the lower bay from the waters of the upper bay and conserving those waters now running to waste for the beneficial use of agriculture and industry.

The proposal of a salt water barrier does not sound very exciting, does it? But it is both exciting and fascinating when you know the whole story. First of all a salt water barrier on the upper reaches of the bay would provide the primary step towards providing our semi-arid state with a plentiful water supply, the most serious problem faced by this state.

No comprehensive plan for this solution has ever been devised in which the salt water barrier has not figured as a component part. Whether it be the Kennet Dam, Iron Canyon, American River, the Tracy Pumping Station or

some other plan it is invariably pointed out that the barrier should be built.

Such a barrier has figured in the plans of far seeing engineers studding our water for years. Only through such a dam can vast sections of the San Joaquin Valley hope for any water. Only through it can the rich delta lands preserve their productivity and only through it can other agricultural sections in this section of the state receive water for irrigation. And for the greatest potential industrial area of this country it would supply an inexhaustible source of industrial water at the lowest possible price and of the best possible quality.

Also whisper it not in Gath and certainly not in the house of the section-

alist; it would provide, with sufficient reservoir capacity along the Sacramento watershed, better and cheaper water for Los Angeles than that enterprising city can get from Boulder Dam!

Is this an immediate problem? Let's not blink the fact that it is. Even were this not true we might at least follow the policy of the power, telephone and railway companies by making provision for the future. Next to air there is nothing which our population now and in the future needs more than water.

But there is an immediacy to the situation. The water floor in many sections has been lowered to a dangerous level by pumping until in one valley, so

[continued on page 34]



# Warm guests--

*when there is heat at a finger's touch*



During a social evening, does some member of your family interrupt the party to fuss with the furnace?

With gas fuel burning in your furnace, a thermostat or a push-button regulates the temperature. No annoying trips to the basement. No bother about starting a fire when friends come—a finger's touch gives you instant heat. And any healthful temperature is maintained throughout your home.

With clean gas fuel, the curtains, wall-paper and furniture retain their fresh cleanliness. There is no smoke or soot about your property.

Even though you have no basement, there are fine types of gas-fired heating equipment for your home.

For full details about heating equipment that burns gas fuel, see a heating contractor or telephone or call at our office.

PACIFIC GAS AND ELECTRIC COMPANY

**P.G. and E.**

Owned - Operated - Managed by Californians -

The FINK & SCHINDLER CO  
 228 13th Street  
 Phone Market 0474  
 CABINET WORK  
 COMPLETE INSTALLATIONS  
 STORE BANK & OFFICE  
 FIXTURES  
 HARDWOOD INTERIORS  
 SINCE '82



# 7 Days in Hawaii

at  
Carnival Time!

A "Malolo" Vacation  
Cruise: Sail April 5,  
Return April 21

What a trip this will be! To Hawaii, for the gay Spring Carnival and Waikiki Water Pageant—the greatest South Seas festival ever held!

Because you sail both ways on the fast Malolo, you will have a full week in the Islands and a visit to Kilauea Volcano, yet you will be back home within the space of an ordinary vacation.

This luxurious, fascinating trip costs as little as \$353.50 for everything, first-class exclusively. Plan to take an early vacation this year so you can go along. Ask for special folder at any travel agency, or:

## Matson Line

SAN FRANCISCO: 215 Market St.  
LOS ANGELES: 723 W. Seventh St.  
PORTLAND: 271 Pine Street  
SEATTLE: 1319 Fourth Avenue

# Trade Associations

[continued from page 29]

Delivering imperfect or soiled goods.  
Delivering more than was ordered.  
Taking discounts not earned.  
Unreasonable demands for concessions.

Delivering goods ahead of invoice.  
The cost in money of these trade abuses is difficult if not impossible to estimate, but the experience of every trade association makes clear the enormous expense to business in the existence of lawless and unethical practices between producers and distributors. Obviously, there is not a single unethical business practice of those listed above for which some one does not bear a heavy cost. On returned goods and cancelled order the manufacturer must take a loss when reselling to another customer. The retailer who has been oversold must resort to mark-downs, which decrease his profit and weaken his future buying power. Many of these disputes result in expensive litigation, and, even when the would-be performer of an unethical act is finally prevented from performing it, the overhead cost in arranging for a settlement may be very large.

The more progressive manufacturing and distributing establishments have recognized the seriousness of the problem and have exerted efforts, so far as their own business transactions are concerned, to eliminate and reduce this evil. Subordinates, such as salesmen and buyers, have been educated to higher ethical standards and propaganda has been distributed to the customers of the establishments in order to reduce the abuses and unethical practices from which the trade suffers.

Many trade associations have built up methods adopted by their membership for the elimination of abuses within their trades. These methods vary with the nature of the abuse, the strength of the association's hold on its membership, and the degree of cordiality existing between the members of the association and their customers. Such attempts to correct bad practices within a trade usually result in the adoption by the association of uniform sales contracts, codes of ethics, and standards of practice, and in the promotion of arbitration for the settlement of disputes.

### 9. COMMERCIAL ARBITRATION.

Commercial arbitration offer another effective means of reducing unethical practices and trade abuses. The acceptance of this principle and the establishment of commercial arbitration machinery by many prominent trade associations has done much to eliminate many of the misunderstandings which occur in dealings between producers and distributors.

A National Committee on trade relations was appointed by the Chamber of Commerce of the United States in February, 1926. Specifically, the purposes of this committee may be summarized as follows:

1. To gather together the experience and best practice of all existing trade relations groups; to disseminate these facts in order that all such groups shall be acquainted with the best practices; and by these means eventually to simplify the future dealings between members of one group and another.

2. To inspire and to advise in the formation of a joint trade relations committee on standards of reputable trade vision, whose purpose shall be the ultimate establishment of a clearing house to investigate complaints of actions by producers or distributors which are not in accord with reputable trade practice.

3. To develop between manufacturers, wholesalers, and retailers joint agreements on standards of reputable trade practice, which shall serve as guides for the dealings between members of one group and another.

4. To bring about the adoption of arbitration in the settlement of commercial disputes.

### 10. CREDIT AND INSURANCE DEPARTMENTS.

The Motor and Accessory Manufacturers' Association issues daily, monthly, and periodic credit bulletins, special reports, and grading of individual accounts.

### 11. INSURANCE DEPARTMENTS.

Approximately 100 associations are engaged in solving the varied insurance problems which confront their membership. This interest in insurance is threefold—an educational campaign directed at the membership, constructive research into insurance legislation, and the public interest phase of reduction of waste.

### 12. EMPLOYER-EMPLOYEE RELATIONS.

No individual business can attain its fullest possibilities unless its physical equipment, such as machines, buildings, capital, and the like, is paralleled by an efficient personnel which, in addition to all technical requirements of skill and experience, is based upon the recognition of the importance of loyalty, teamwork, and a clear understanding of the basic economic principles around which all successful business and industry must revolve. If manipulative skill, interest, or incentive is lacking, but results are likewise lacking. Each one of these has to do with the relations between employer and employee. The importance and value of human relations are even greater if we consider the supervisory aspect, when men direct the activities of other men.

The employer-employee relations service of a trade association renders its members valuable assistance in bringing to them the ideas and experiences of others. Many of the ideas, policies, and methods in one plant are applicable to

[continued on page 44]

# INDUSTRY, "Where Life Is Better"

[continued from page 10]

His average wage is \$1457. The U. S. Department of Labor tells him that this leads the national average by \$158. It gives him and his family a margin of \$297 between wages and a living cost of \$1160. His living cost is the lowest of any large city and has shown the lowest percentage of increase over the last fifteen years.

Some of the factors that make the worker's cost of living low in San Francisco are the relative cheapness of foods that come in great variety from the supporting back-country, a comparatively low cost of housing, and savings in fuel and clothing expense made possible by the climate.

Our worker and his fellows own a large share of the savings deposited in San Francisco banks, which, on June 30, 1929, amounted to \$584,996,000. His opportunities have enabled him to raise his average saving from \$440 in 1914 to \$653 in 1920, and to \$773 in 1928. Comparing the latter figure with the 1928 national per capita of \$214, we see reflected again the advantage of the San Franciscan.

While we have no exact figures for home-ownership among San Francisco industrial workers, we do know that their ownership of homes is high. Here are no slums tenanted by industrial workers and their families, such as one finds in most large industrial centers. If our worker does not own his home, he rents quarters that make for self respect and a comfortable enjoyment of life. If he rents, he is probably one of the many thousands of San Francisco workers putting money regularly into a good building and loan association and planning for the day when he and his family will "own their own." This ambition underlies some of the increase in San Francisco building and loan assets from less than \$5,000,000 in 1920 to more than \$65,460,000 as of September 30, 1929.

If our industrial worker has had experience elsewhere he knows truly that here "life is better," not only because of the economic and social conditions and

the climate, but because of the advantages he sees here for his children. For one thing, San Francisco is among the healthiest cities of the country, ranking third in infant mortality among all cities with a population of over 250,000 in 1920. The infant mortality rate for 716 United States cities in 1928 was 68.3 per thousand, for San Francisco 46.

Here his children have good schools, playgrounds, libraries, and a wealth of opportunity for year-round outdoor sport under intelligent direction. They may develop all of their capacities under ideal conditions, and ahead of them is opportunity in the growing metropolis with its ever-present challenge to endeavor. As the children go along through school, and perhaps through Stanford or the University of California, and then take up their work in the world, they have for enrichment and inspiration the great California scene, and the city itself, with its popularly appreciated assets of music, art, literature, and the theater, not to mention sports, which are a feature of San Francisco life.

The San Francisco worker and his family enjoy a secret the city calls its own—a secret of buoyant, joyous living. This is apparent everywhere. It is to be observed in the parks, at the beach, on the streets, in the restaurants, and in the good-natured crowds that patronize the "movie palaces" where 80,000 persons may be seated at one time. It is seen throughout the adjoining countryside on a Sunday or a holiday, when the city spreads out to revel in the sunshine out-of-doors. Nearly every family has its automobile, sometimes two. Many go biking, swimming, hunting, fishing. Thousands of industrial workers are recorded among the 31,514 hunting and 42,165 fishing licensees of the city. These San Franciscans enjoy their out-of-doors.

Any plant executive in San Francisco may be thankful for the types and character of his workers. Mostly they are native-born, intelligent, vigorous, cheerful and ambitious. There is little illiteracy. They like their city, their homes, and their state. This underlies their dependability, and makes for a low rate of employee-turnover. Here many workers are constructively thoughtful about their jobs, even inventive. The conditions here seem to stimulate to all forms of creative effort. Each year many of the 2500 patent applications filed from San Francisco cover ideas of workers in San Francisco plants.

All that we have referred to is readily apparent or available to visiting industrialists from other parts of the country. Usually their early contacts with San Francisco industry impress them with the conditions that make for manufacturing efficiency and profits. These visitors, of whom we are getting an ever-increasing number, see even a broader picture than

the one we have presented. They see the close-in market of 1,600,000 people of higher-than-average purchasing power living within one hour's ride of the Ferry Building at the foot of Market Street. They see the rich market of 12,000,000 people in the western states served more quickly and cheaply from San Francisco than from any other city. They make inquiry and learn that San Francisco is growing three times faster than the country as a whole. They find that the im-

[continued on page 10]

*It Always Pays to Advertise!*

**WHAT'S ON THE AIR TODAY?**

Countless thousands daily run through the air programs to select the features for their entertainment. Their selections are made from the headlines. Buyers the country over make their choice from the myriad brands displayed in the retail stores and in the market places. Their headlines are the brands identified by attractive labels and "programmed" by convincing lithographed display material.

Irrespective of product, the selling world recognizes the force of Schmidt Lithography as the "broadcast" medium of the retail field.

**SCHMIDT LITHOGRAPH CO.**  
 LOS ANGELES - FRESNO - OAKLAND - SACRAMENTO  
 SEATTLE - PORTLAND - DALLAS - HONOLULU  
**SAN FRANCISCO**

**SACRAMENTO**  
 Leave 6:30 p.m., Daily Except Sunday  
 "Delta King" "Delta Queen"

One Way \$1.80. Round Trip \$3.00  
 De Luxe Hotel Service  
 THE CALIFORNIA TRANSPORTATION COMPANY  
 Pier No. 3 — Phone SUtter 3880

# The Salt Water Barrier

[continued from page 31]

fair that a world traveler once said that no other valley with the possible exception of the Vale of Cashmere could compare with it, the estimate is made that even without another drop of water being pumped it would take ten years of exceptionally rainy winters to restore the water floor to normal height.

It is a matter of common knowledge that a rich section of this state now carried on the assessment roles for \$200,000,000 will be taken by the desert within ten years if it does not receive a supply of water, and it certainly does not appear that such a supply can be made available without the building of the barrier.

Let's localize our map a bit more so that we may study the immediate problem as presented by the penetration of salt water into the upper reaches of the bay and the delta.

It will probably be conceded that geologically and historically considered, Suisun Bay has always been a body of fresh water, while San Pablo Bay has been salt. Of course there have been exceptions. About eighty years ago a regular army lieutenant camping at the confluence of the Sacramento and San Joaquin rivers reported late in the summer that the water was brackish. Of

course the real confluence of the rivers is near Antioch, but the term was used very vaguely in the early explorations of the upper bay and delta regions and it is entirely possible that this military expedition may have encamped near Carquene Straits.

But what we do know to be true is that the vegetation about Suisun Bay is predominantly of the fresh water variety while the growth around San Pablo Bay is mainly of salt water types. However, in times of freshets San Pablo is practically a fresh water lake with the floods sometimes extending to the Golden Gate.

At any rate for seventy or eighty years people living about Suisun Bay have drunk the water finding it wholesome and good. Until within the past few years the cities of Pittsburg and Antioch procured their domestic water supply from the rivers flowing past them. They have had to resort to wells during late years.

Heavy industries, using enormous quantities of water, located along this supply of snow melted soft water in the utmost confidence that they would always have it in abundance. Delta landowners went ahead steadily with their reclamation work, confident that if their expensive levees could keep the flood

waters out they would always have enough water to irrigate their acres.

What happened? Year by year farmers in the Sacramento and San Joaquin valleys brought more land under irrigation until all of the water of the San Joaquin including the return flow is now used by the rich soil of the valley. Were all of the water now appropriated from the Sacramento watershed used, the bed of the river would be dry during the height of the irrigation season.

The big retaining basins of the Sutter and Yolo basins and similar smaller lakes supplied by overflow water during flood seasons have disappeared to be replaced by growing crops. The government engineers uncorked the river at Rio Vista and they did a good job. But while the flood waters come down without backing up into the great reclamation projects, the salt water too readily occupies these channels for long months after the brief season when the freshets form a natural barrier.

The final blow to Suisun Bay as a fresh-water lake came with the phenomenal planting of rice in the Sacramento Valley. This acreage attained its maximum about 1918, using and losing by evaporation tremendous quantities of water undreamed of by the other crops of the valley requiring irrigation.

The delta woke up the fact that something was happening to mar its expectations of opulent returns from its vast acreage. Thousands of acres had to cease using water by July at the very height of the season requiring the precious fluid for the growing crops. Antioch saw its domestic supply become unpotable. Thereupon began litigation involving hundreds of property owners and costing into the hundreds of thousands of dollars. No decision has been reached and not an additional drop of water has been secured, and none will ever be secured through such litigation.

Is anybody to blame for the present situation? None is to blame, but many factors must share the responsibility. Federal and state bodies responsible for reclamation, irrigation and flood control projects certainly cannot escape such responsibility and are bound to be interested in the solution of California's most serious problem, that of the proper conservation of water for the beneficial use of the people of our great commonwealth.

Are we to say to the farmer in the upper reaches of the Sacramento Valley that he cannot spread the water passing by or through his property over his acres, although for every additional acre he irrigates an acre in the delta must go out of cultivation? We cannot; for he unquestionably possesses both legal and moral sanctions for the use of such water.

Are the great major industries, located

[continued on page 36]

## The Spirit of the West

It is traditional of the West that men are judged for what they are . . . not for their history or ancestry.

Western institutions are measured by the same standard. Sixty-nine years of banking mean little unless that experience is available in a form readily adaptable to the solution of today's problems.

Forward-looking, progressive men and women find here a service in keeping with their requirements. They find foresight which is the outgrowth of long contact with California business problems. Here, too, they find strength which has grown through the years . . . firm strength on which they can base their own future achievements.

## BANK of AMERICA OF CALIFORNIA

IN SAN FRANCISCO

NORTHERN CALIFORNIA HEADQUARTERS, 631 MARKET ST.

Humboldt Office, 783 Market St.

French-American Office, 108 Sutter St.

Fugazi Office, 2 Columbus Ave.

Bush-Montgomery Office, Mills Bldg.

North Beach Office, 1500 Stockton St.

Donohoe-Kelly Office, 68 Sutter St.

Hayes Valley Office, 408 Hayes St.

Bayview Office, 3rd and Palou.

Oriental Office, 939 Grant Ave.

Head Office: Los Angeles

BRANCHES THROUGHOUT CALIFORNIA

# Radio Hands Across the Pacific

(continued from page 15)

today we communicate by radio between San Francisco and Malabar, Dutch East Indies; Saigon, French Indo-China; Manila, the Philippines; Hongkong and Shanghai, China; Tokyo, Japan; Honolulu, Hawaii; and other points now and in the future. While New York still leads in the number of circuits, with thirty direct radio circuits to as many countries in Europe, Africa, Asia and Latin America, San Francisco is the center for countries bordering on the Pacific. To the east of New York lies the Old World, still flourishing but with its opportunities reduced by centuries of endeavor. To the west of San Francisco lies the broad Pacific, with its awakened peoples of the Far East calling for the fullest benefits of Occidental civilization. With its eyes pointing west, it is but logical that San Francisco should be the focal point for trans-Pacific communications. With this ideal in mind, the RCA Communications, Inc., has vested in San Francisco the honor of a communication system second to none in the world, for the use of the entire American people.

One of the most romantic places in this romantic city is the RCA operating room at 28 Geary Street, where radiograms of all kinds are brought for transmission on the one hand, and distribution on the other. A large staff of operators on duty twenty-four hours each day, transmits and receives the never-ending flow of traffic that binds the United States with its overseas neighbors. The outgoing traffic is handled on perforators, with keyboards not unlike the conventional typewriter, from which issue the perforated tapes that are whirled through automatic transmitters for the formation of perfect dots and dashes at tremendous speeds. The dots and dashes are sent over direct wire to their respective transmitters at Bolinas, to be flashed across the broad Pacific. Meanwhile, the incoming dots and dashes from across the ocean impinge on the antennas at Marshall, pass through the receivers to be translated into audible signals, and flashed over direct wire to the automatic tape recorders in the traffic office in San Francisco. The dots and dashes appear in the form of a wavy line on a moving paper tape which, as it files past the operator at a typewriter, is transcribed on a radiogram blank. A few moments later the radiogram is on its way to addressee.

Although two powerful Alexanderson alternators are still on duty at Bolinas, the bulk of the traffic is handled by small, moderate-power vacuum-tube short-wave transmitters. Most of the transmitters are "aimed" at the distant receiving stations, thereby gaining the highest possible efficiency. Likewise, with the receivers at Marshall, which employ directional antennas of special design to reduce static, fading and other drawbacks to negligible proportions.

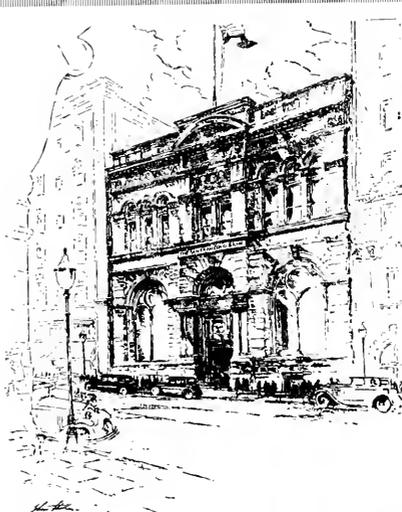
Millions of dollars have been spent by the RCA organization at its stations in Bolinas and Marshall. Many more millions are to be spent in the near future. The new power house, recently built to house the battery of short-wave transmitters, may take care of the traffic requirements for but a short time, and additional facilities must no doubt follow in due course. Meanwhile, the RCA engineers are constantly at work refining and perfecting their radio circuits. Within a short decade, transoceanic radio has become a positive, accurate, speedy, direct means of communication. From the cumbersome, slow, and not over-accurate hand sending and pencil scribbling of 1920, transoceanic radio has progressed to automatic sending and automatic receiving, with a permanent record of every word that passes over a circuit. From 12 to 20 words per minute in 1920, our operating speeds have been steadily increased until today, on some circuits, speeds up to 225 words per minute are attained, with 100 words per minute as a fair average.

"Via RCA" is now possible between San Francisco and New York City, over the direct short-wave circuit spanning

our continent, in competition with telegraph circuits. Working at high speeds, with automatic sending and receiving equipment, a constant flow of radiograms flashes high above the dramatic scenes of transcontinental communications history, from pony express days to first railroads, then telegraph, followed by telephone, and finally the air mail of today.

Shipping on the broad Pacific is served by the Radiomarine station, KPH in San Francisco, as well as the sister station, KSE, in Los Angeles.

Radio Hands Across the Pacific! Fortunate indeed that American inventive talent and organization ability have provided us with the necessary threads of communication to our neighbors across the Pacific, supplementing the sorely burdened cable system. But for the development of the short-wave transmitters, we might be sadly lacking in the necessary communication facilities in spanning the broad Pacific and reaching out to the various countries. "Via RCA," therefore, is more than a communication service; it is an omen of understanding, good will, and mutually profitable trade between peoples bordering on the Pacific or peaceful ocean.



**THE SAN FRANCISCO BANK**

INCORPORATED FEBRUARY 10TH, 1868

One of the Oldest Banks in California, the Assets of which have never been increased by mergers or consolidations with other banks.

**Assets over \$125,000,000.00    Deposits over \$120,000,000.00**  
**Capital, Reserve and Contingent Funds, \$5,450,000.00**

*The following accounts stand on the Books at \$1.00 each, viz.:*  
 Bank Buildings and Lots - (Value over \$1,925,000.00)  
 Other Real Estate - - - (Value over \$308,000.00)  
 Pension Fund - - - - (Value over \$670,000.00)

Interest paid on Deposits at 4 1/4 per cent per annum  
 Computed Monthly and Compounded Quarterly

# The Salt Water Barrier

[continued from page 34]

about the rim of a bay, ideally situated not only to support existing plants, but capable of a gigantic expansion, to be compelled to pay an unreasonable price for the vast quantities of sweetwater they use? These plants are now paying the huge tribute of over a half million dollars annually into our coffers, but with the assurance of an adequate supply of cheap industrial water this sum, big as it is, will become insignificant in comparison with the total which can be produced by the greatest potential industrial area of the West.

Apparently our domestic water supply is assured for many years ahead, but we need a great population to ease the load of carrying the heavy charges incurred by the development of Hetch Hetchy and Mokelumne.

These domestic supplies are too expensive to be used by heavy industries; also they do not offer assurance of a supply sufficient to guarantee the future needs of industry. Likewise we must not forget that there are many communities, almost suburban to the San Francisco Bay metropolitan area, that cannot ex-

**NEW DIRECTORIES**

*During the past few days many new city directories have been placed on the shelves of the library of the Information and Statistical department of the Chamber for the benefit of members and the general public. Among the late additions are those of Cllico, Eureka, Hayward, Merced-Madera, Modesto, Napa, Palo Alto, Redwood City, Richmond, Sacramento, Sausalinas, San Jose, Santa Cruz, Santa Rosa, Stockton, Vallejo, and one from Reno, Nevada.*

*Directories expected within the next few days include those of Albambra, Bakersfield, Culver City, Fresno, Imperial Valley, Ingleside, Monrovia, Pasadena, Pomona, Redlands, Riverside, San Bernardino, San Diego, San Fernando, San Pedro, Santa Barbara, Santa Monica, Taft, Ventura and Watts.*

pect to have their domestic water needs met by Hetch Hetchy and Mokelumne.

And finally we cannot forget the great stretches of agricultural land, thirsty for water and unable to get it unless we help them by saving the millions of acre feet of our richest resource now being wasted in the waters of the Pacific Ocean.

We have not used much of the time of our map traveler in showing him the

immediate handicaps imposed on agriculture and industry by our failure to conserve our richest resource, water. But the damage is very apparent in depreciated land values, in the destruction within two years of twenty-five million dollars' worth of piling and other marine structures in the upper bay through the inroads of teredos and the extra costs imposed on our heavy industries of seeking makeshift water supplies when they should be pumping it at a low cost from snow melted water running past their plants.

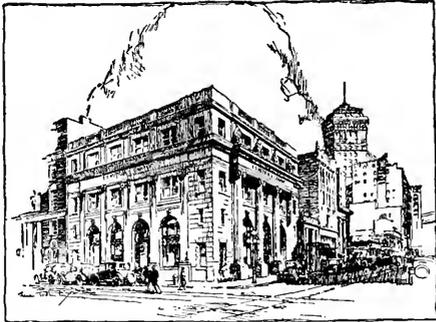
Rather we prefer to show on our map a rock fill dam somewhere on the upper reaches of the bay, thereby creating a great sweetwater lake, immediately adjacent to tidewater transportation supporting an unprecedented industrial development, safeguarding the fabulously rich lands of the delta, conserving a supply of water for the thirsty lands of the San Joaquin Valley and ending the haunting fear of the growers of the Sacramento Valley that their irrigation water may be taken away from them.

Is such a project as feasible as it is desirable? That eminent engineer of the Reclamation Service, Walker R. Young, says so in the extensive report published by the state after an exhaustive survey made by him under joint Federal and state auspices. Other eminent and qualified engineers, some following years of study of the salt water and water conservation problems, agree with his conclusions.

The cost is trifling compared with the enormous benefits bound to accrue from the building of the barrier. A district north of Tehachapi excluding those counties not directly benefited could build the barrier, Kennet Dam and the San Joaquin Pumping Plant on an assessed valuation of \$4,285,000,000 for 7.12 cents per \$100. Pittsburg pays ten cents a hundred for mosquito control and deems it money well spent. Surely we can spend a few millions for water conservation when the beneficial use of the stored resource will mean many more millions than the cost in increased annual wealth production.

The Salt Water Barrier Association of California, Inc., has been organized to secure well informed public opinion in support of the early building of the barrier. A government never moves any faster than its people want it to move. Consequently the Young report and all other reports made as the result of surveys now being conducted under the auspices of the state and nation will gather cobwebs unless the force of public opinion operates as a self starter towards actual construction of the barrier as the primary and most necessary step towards the solution of our water problem.

You can help by joining with the Association in placing the prop of public opinion beneath those official bodies, responsible for initiating action, and, when you do so, you will have made an investment, safeguarding and fostering your job, your fees, your business returns and your property.



HUTTON BUILDING, SAN FRANCISCO

**E. F. HUTTON & CO.**

*Members New York Stock Exchange and other principal exchanges*

PRIVATE WIRES COAST TO COAST

NEW YORK	SAN FRANCISCO	LOS ANGELES
61 Broadway and Plaza Hotel	Montgomery and Bush Sts.	643 So. Spring St. and 545 So. Olive St.

Other Offices at  
Oakland San Jose Del Monte Hollywood Pasadena San Diego Santa Barbara

**FIELD-ERNST ENVELOPE CO.**

*Manufacturers of Printed Business Envelopes*

45 Fremont Street      SAN FRANCISCO      Phone DA venport 1720

## The Importance of the 1930 Census

**T**HE census of distribution, which is being undertaken nationally by the United States this year for the first time, is of vital importance to every individual in the county, according to John W. Curry, chief special agent of the Bureau of the Industrial Census in this district.

Curry is rounding up details for beginning of actual census taking the last of this month. Already he is receiving reports from manufacturers. These reports are filled in on blanks that were mailed out from Washington.

"This matter of taking a census of manufactures and distributing is no easy matter," said Curry. "We have got to sell the people the fact that it is strictly a confidential census—a matter between the individual or concern filling in the blank and the Government. Once the public understands that it is strictly confidential, our work will be greatly simplified. We are hoping that the public will assist us in our work because it is vital to every individual in the country."

"The census of distribution will cover all distributing organizations and their business activities. It will give account of the various types and sizes of retailers, their sales, expenses, inventories, and employees. It will give as much information as possible concerning the goods

### HELPING THE CENSUS

*The Chamber of Commerce is lending every assistance to the Government to make the next Census a success in San Francisco and northern California.*

*On January 31 the Chamber of Commerce and the Commercial Club joined in honoring Director of Census, Dr. William M. Stewart, Robert M. Davis, and E. K. Ellsworth of the Census Bureau, at luncheon. Special guests included John W. Curry, in charge of the industrial census in this district; Felton Taylor and Thomas A. Maloney, supervisors of Census in San Francisco.*

sold by these various distributors; the chief limit to such information being the scanty records kept by the rank and file of merchants.

"As much as possible of this information will be summarized for each city and county as well as for each state and the nation as a whole.

The merchandising operations of manufacturers' sales branches will be included. In connection with the census of manufactures, information is being collected showing the utilization of the principal materials by the leading industries. Information is also being collected that will show to what extent manufacturers sell through wholesalers, direct to the other manufacturers, to retailers, direct to home consumers, and others. In this way a very comprehensive picture will be presented to all phases of distribution. No attempt is being made to obtain information concerning the profits of the concerns reporting."

### U. S. FOREIGN TRADERS WILL MEET IN SOUTH

"The outstanding feature of American foreign trade is the increased sale abroad (by more than 12 per cent last year) of the products of our manufacture," declared James A. Farrell, chairman of the National Foreign Trade Council, in issuing the call this week for the Seventeenth National Foreign Trade Convention. The meeting will be held in Los Angeles on May 21, 22 and 23, and returns from the Council's preliminary invitation indicate that about 2000 foreign traders from all parts of the country will be present.

The strongest factors in obtaining this foreign trade growth, Mr. Farrell says, have been the study of foreign trade problems and the intensive development of merchandising organization and skillful practice by American producers and traders. It is noteworthy that our exports of finished manufactures have recuperated promptly from the recent temporary uncertainty in American industry. Finished manufactured exports for December showed a slight increase over those for the preceding December, and for the entire year more than equaled the whole of our exports in 1913.

The Los Angeles Chamber of Commerce will be the hosts to the convention, and the Pacific Foreign Trade Council, comprising foreign traders in all Pacific Coast cities, is meeting in cooperation with the national gathering. The Los Angeles committee in charge of local arrangements is headed by J. A. H. Kerr, vice-president of the Security First National Bank.

Business delegates from many countries of the Far East and Latin America will attend and special arrangements are being made for the promotion of informal contact with these direct representatives from the outstanding fields of American foreign trade growth.

## Fast Passenger and Refrigerator Freight Service

North Pacific Ports to Europe  
NEW MOTORSHIPS  
"San Francisco" "Los Angeles"  
"Oakland" "Seattle" "Portland"  
CABIN and THIRD CLASS  
**HAMBURG-AMERICAN LINE**  
For Passage—574 Market Street  
or local agents  
For Freight—Sudden & Christenson  
310 Sansome Street, San Francisco

## United States Laundry

The Careful Laundry



FINISH WORK  
DRY WASH  
ROUGH DRY  
DAMP WASH

We use Ivory Soap exclusively



1148 Harrison Street

Telephone  
Market 6000



**Caswell's**  
NATIONAL CREST  
**Coffee**

Telephone for the best

An Order by Telephone will bring Prompt Delivery

Telephone  
SUITE 6654  
OAKLAND 1017

1,500,000 cups were served at the PANAMA-PACIFIC International EXPOSITION

## Natural Gas, a boon to Industry

[continued from page 27]

as high as two to three thousand pounds per square inch.

Different estimates have been made as to the amount of gas available in the Kettleman field and the life of the wells. A number of competent geologists have estimated the production at 400,000,000 cubic feet per day and a life of 50 to 75 years. All agree that this field promises to be the greatest producer in the state.

The first pipe line from the fields and the one now in operation runs along the

western foothills of San Joaquin Valley to Panoche Junction. It then bears off to the west and runs through Panoche Pass, coming into the Salinas Valley at Tres Pinos near Hollister. From there it takes a general northerly route along the foothills on the eastern side of the valley to Milpitas. From there one branch runs into San Francisco and another into Oakland. The total length of the line from Buttonwillow to San Francisco is 247 miles, and to Oakland 238 miles. The diameter of the pipe from Buttonwillow to Kettleman is 16 inches; from Kettleman to Panoche Junction, 22 inches; from Panoche to San Francisco and Oakland, 20 inches.

The capacity of this one line with a pressure of 400 pounds at Kettleman is 70 to 75 million cubic feet per day. With the installation of another compressor plant near the middle of the line, this capacity can be doubled. Just as soon as the present capacity of the line has been reached we expect to install the second compression plant.

The second pipe line will parallel the first from the oil fields to Panoche Junction, but instead of following the Panoche Pass route it will continue north through the San Joaquin Valley, through Tracy, Byron, Antioch and Pittsburg to Richmond. At Tracy there will be a branch line running west through Livermore and Sunol to Milpitas where it will connect with the coast line. Another branch will be run in an easterly direction to Manteca, Modesto, Stockton, Sacramento, and eventually on to Marysville where it will connect with the existing line running to Oroville, Chico, etc.

Another branch line will be taken off the main line at or near Crockett, across the Carquinez Bridge to Vallejo, thence around the northern arm of the bay to supply Marin and Sonoma counties.

Thus it will be seen that with the completion of the plan, on which work is progressing at a rapid rate, we will soon be in a position where we will supply natural gas to practically all of the territory now being served with manufactured, with the exception of the more or less isolated towns such as Eureka, Redding, Red Bluff, and possibly Grass Valley and Nevada City.

The line now in operation is owned by our company. The second line, now under construction, as announced recently through the press, will be owned jointly by the Standard Oil Company and Pacific Gas and Electric Company. The Standard Oil Company will furnish gas to its subsidiary, the Coast Counties Gas and Electric Company, for resale in Contra Costa County from Byron to Richmond. It will also use a very substantial amount in its Richmond refinery and at the different pumping stations along the oil pipe lines running between the oil fields and Richmond.

A jointly owned line into the Contra Costa territory will not only supply the requirements of both Standard Oil and Pacific Gas and Electric for several years to come, but the capital investment in

the one line will be several million dollars less than it would be if each company built its own independent line. This economy will be reflected in the rates paid by consumers.

The construction of the line now in operation was an interesting job. The final decision to go ahead with the project was made during the early part of 1920. A rush order for pipe was placed with the A. O. Smith Corporation of Milwaukee, one of the largest pipe manufacturing concerns in the country. On January 28 they wired us as follows:

"132 cars of pipe consisting of two solid train loads of 66 cars each with double header engines left this morning at 1 and 1:30 a. m. Additional train load leaving tomorrow at noon. California here we come."

The line was completed and gas first delivered into San Francisco on August 16 of the last year. Straight natural is now being supplied in Salinas, Monterey, Hollister, San Jose, and on the San Mateo Peninsula as far north as the San Mateo-San Francisco County line, and on the east side of the bay up to and including Hayward. In May of this year when the second pipe line is completed we will go to straight natural in San Francisco, Oakland, and the entire bay area. Until the second line is completed to give a second source of supply we have not felt justified in making the change. We have delayed changing to straight natural in the bay areas because we cannot furnish a guaranteed supply with a single pipe line. The second or valley line will give a second source of supply and a greater guarantee against service interruptions due to pipe line troubles.

Natural gas has many advantages over other kinds of fuel but the one that is most appealing is that it is cheaper than any other. With the hundreds of millions of cubic feet that are every day going to waste the price in the oil fields is low, but the 244 miles of transportation charges are relatively high. Transportation charges are, therefore, a very substantial part of the final cost to consumers. As this element of cost can be reduced only by increasing the volume transported, we have consistently endeavored to build up the volume of sales by offering the lowest possible rates.

The heating value of the Buttonwillow gas is 1000 b.t.u.'s per cubic foot.

## RUSSELL, MILLER & CO.

Members

New York Stock Exchange  
New York Curb Exchange



1800 RUSS BUILDING  
San Francisco

Telephone  
DO uglas 7270

Main Office:  
BROADWAY  
New York

PRIVATE WIRES

## American Toll Bridge Co.

Builders, owners and operators of  
CARQUINEZ and ANTIOCH  
BRIDGES — Greatest Highway  
Spans in the West

OSCAR H. KLATT, President

Executive Offices:

525 MARKET STREET

Phone DO uglas 8745 San Francisco

while that from Kettleman is 1200 b.t.u.'s per cubic foot. The heating value of manufactured gas now being served is 550 b.t.u.'s per cubic foot. The substitution of natural for manufactured gas will therefore result in more than doubling the amount of heat that can be had from a given quantity of gas. Or, stated conversely, to produce a given amount of heat requires only approximately one-half as much natural gas as would be required if manufactured were used.

The price to be charged for natural gas in San Francisco and the bay area as fixed by the Railroad Commission in its decision made public recently is in the main substantially less than the rates now being charged for manufactured. These reductions, together with the higher heating value of the natural gas will, according to estimates reported to have been made by the Commission, result in an annual saving to gas consumers in the bay area of \$7,000,000.

From the standpoint of the consumer the present situation is a particularly favorable one, but from the standpoint of the supplying company it is one that calls for careful and serious consideration. Very few lines of business can afford to have their earnings cut in half immediately after making large additional capital investments, unless there is a reasonable prospect of building up their revenue by increasing the volume of business.

We are already very active in our efforts to secure new business in the territory where we supply natural gas. We know that we have a splendid potential market. We are confident that a large amount of new business can be developed. We are confident that the time is not far distant when the thousands of house heating appliances now using other fuels will either be displaced or rebuilt to use natural gas; when factories and other fuel-using industries will find it to their advantage to use it.

Several glass and procelain works have already changed over to gas and others are giving serious consideration to the advisability of doing likewise. Cement and steel mills, foundries, lime kilns, and other industries are all seeking to reduce their costs of production, and notwithstanding the present low price of oil they will sooner or later find that it will be to their economic advantage to substitute gas.

To large industrial users we are offering special inducements in the form of surplus gas rates. Under this schedule the price per thousand cubic feet is dependent on the amount used. Large consumers earn rates as low as 12 cents per thousand, which is equivalent to oil at approximately 65 cents per barrel.

Under this schedule consumers agree to discontinue their use in favor of other consumers paying higher rates if and whenever the supply of gas should for any reason be temporarily reduced to a point where all could not be served.

On first thought a service of this kind might appear to be unsatisfactory. In

some instances it would be if no other fuel were available. Where absolutely continuous service is essential, we recommend that consumers under this schedule provide an emergency oil supply to meet emergencies when and if they arise. By properly equipping a plant, the change from gas to oil, or vice versa, can be accomplished in a very few minutes.

Our big problem of the immediate future is one of education and salesmanship. We are ready and prepared to meet it. We are going to get the business. Our sales appropriation for this year is between one and a half and two million dollars, and we are prepared to increase

this amount if necessary. We are not going to be satisfied with the business now in sight. We want to see it grow. We want new industries to locate here and we are making an effort to have them do so. For the past six months or more we have been carrying advertisements in a number of different eastern magazines in which we have endeavored to point out the industrial advantages this part of the state has to offer, and particularly now that natural gas is available. We want to see San Francisco and the other communities we serve prosper, because we know that as a community prospers, we prosper.

**KNOW OUR ADVERTISERS. . . IT WILL BENEFIT YOU**

**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."

*The following firms merit your patronage:*

**BAILEY AND MACKENZIE**

255 California Street  
DA venport 7539

**BROTHERTON, THOMAS & CO.**

485 California Street  
DA venport 3939

**BULLOCK, KELLOGG & MITCHELL**

1018 Russ Building  
KE arny 0465

**CERF & COOPER**

519 California Street  
DA venport 1131

**WALTER H. CRAMER**

268 Market Street  
SU tter 2588

**DAWSON & RILEY**

Hearst Building  
SU tter 5175

**WILLIAM DOLCE & COMPANY**

369 Pine Street  
SU tter 0697

**HASKINS & SELLS**

Crocker Building  
DO uglas 3480

**HICKLIN AND REDMOND**

941 Russ Building  
SU tter 2085

**LESTER HERRICK & HERRICK**

Merchants Exchange Building  
KE arny 0844

**HOOD & STRONG**

425 Standard Oil Building  
SU tter 0793

**HOWARD KROEHL & CO.**

1010 Balboa Building  
SU tter 3296

**H. S. PATTERSON**

Mills Building  
KE arny 2395

**CHAS. H. PETERSEN & CO.**

Claus Spreckels Building  
703 Market Street  
SU tter 3848

**SAMUEL F. RACINE & CO.**

H. F. Baker, C. P. A., Mgr.  
525 Market Street  
GA rfield 5228

**ROBINSON, NOWELL & CO.**

Crocker Building  
DO uglas 1868

**RUCKSTELL & LAND**

703 Market Street  
Claus Spreckels Building  
KE arny 6010

**SKINNER & HAMMOND**

Hunter-Dulfin Building  
DO uglas 6897

## Current Events in Wasnington

[continued from page 33]

leave Washington within the next ten days.

SECRETARY WILBUR returned to Washington this week and let it be known that he would mark time on the negotiation of Boulder Dam power contracts pending the outcome of the lower

basin conference which began at Reno two weeks ago and is now shifted to Phoenix. He is hopeful that an agreement finally may be reached by which Arizona will drop its threatened suit against the Colorado River project and permit the development to go ahead under a harmonious full seven-state concord.

However, if such an agreement is not possible, Dr. Wilbur, according to indications, is prepared to proceed with the letting of contracts and apparently will deal exclusively with private power companies for the entire output from the dam, pending such time as the Los Angeles metropolitan water district of southern California and other public agencies given preference rights put themselves in position through both agencies to enter into contracts for their share of the benefits. Los Angeles and the other public agencies are not at the moment able to enter into the enforceable contracts required to guarantee amortization of the Government's investment. And unless there is to be several years' delay, it appears that Secretary Wilbur must, for the present, deal almost altogether with the private companies.

There has been a great deal of criticism of this indicated policy, but apparently if Secretary Wilbur is to administer the act promptly and give to the Southwest the benefits intended for it under the Boulder Dam Act, he has no alternative save to get his contracts for the present where he can find them. If he contracted with private companies for the entire output of Boulder Dam, as a means of getting the project started on a sound financial basis, it would be with the provision that Los Angeles, the metropolitan water district, and other political subdivisions would take up their portion as soon as they are able to do so. The burden of the public agencies in southern California involves passages of both issues, aggregating upwards of \$250,000,000, and according to information here it would take several years to have these bonds passed.

PROGRESS was made last week in northern California's two projects for establishing a base at Sunnyvale and for the establishment of two Army bases on San Francisco Bay, at Alameda and in Marin County.

In the dirigible case the Budget Bureau ruled that an expenditure of five million dollars would not be in conflict with the President's financial program, thus giving an ok to the financial enactment of either of the two bills pending. The bill introduced by Representative Free, of San Jose, provides for the establishment of a base at Sunnyvale, and the other, by Representative Swing, of El Centro, provides for the Camp Kearney site near San Diego.

At the same time, Acting Secretary Jahncke wrote a letter to Chairman Britten of the House Naval Affairs Committee, recommending the enactment of either the Free or the Swing bill. This was a change in the policy of the Navy, which had hitherto endorsed the Camp

Kearney site after the Navy's special dirigible board had, by a vote of four to one, endorsed Sunnyvale.

The dirigible base contest will come up at the conclusion of the London Arms Conference when Secretary Adams and Admiral Moffett, chief of the Bureau of Aeronautics, two of the most important witnesses, are available to testify before the House committee. They are now in London and will not be home until the conference is over.

The House Naval Affairs Committee plans to inspect both sites personally before making a decision. This will bring to California twenty-one members of Congress.

The War Department is planning to make a strong case in support of its plans to establish a bombing group base at Marin Meadows and a coastwise repair base at Alameda. Secretary of War Hurley, Assistant Secretary for Aeronautics Davison, General Summerall, Chief of Staff, Major General Fechet, Chief of the Air Corps, and other important technical witnesses will take the witness stand before the House Military Affairs Committee.

## INDUSTRY...

[continued from page 33]

mediate back-door market is growing steadily with the addition of 30,000 newcomers annually to San Francisco's population. They find that many near-by residential communities have doubled their population in the last six or seven years. They find that all things are favorable for a happy and prosperous experience with a new office, a new distributing plant, or a new manufacturing establishment at San Francisco.

Men coming here with a still broader view see rising today the key-city of tomorrow's development. They look upon our bay with its busy docks, over which pass \$7,000,000 worth of product daily. They see vessels of 110 steamship lines that go to every port of the world. They recall what is happening among the 900,000,000 people living in the countries bordering the Pacific, and they see in their changing attitudes and new-found wants and desires, opportunity for imperial trade expansion. Here is the city that will be the key-city in the new era of the Pacific that is dawning. Here will be one of the greatest cities of all time, even greater than the New York of today on the Atlantic.

These men are not much swayed by sentiment. They want the facts. And when they get them from the record they find substantiation of their earlier surmises, views, and convictions. They find that today San Francisco is second only to New York in the value of its water-borne commerce. In foreign trade it is fourth, passed by Galveston and New Orleans because of their heavy shipments of cotton. This trade is rapidly approaching the half-billion dollar mark, in value, and it is significant that about 90 per cent of the goods exported is of local production.

### COMPLETE BROKERAGE SERVICE

DIRECT PRIVATE WIRES

## McDONNELL & COMPANY

Members:

San Francisco Stock Exchange  
New York Stock Exchange

SAN FRANCISCO

633 MARKET ST., Phone SUTTER 7676  
Branch: FINANCIAL CENTER BLDG.

OAKLAND

436 17TH ST., Phone GLENCORT 8161  
NEW YORK OFFICE: 120 BROADWAY

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 105,500,000

EXPORTERS and IMPORTERS are  
invited to avail themselves of our  
services, especially with the Orient

SAN FRANCISCO BRANCH  
415-429 SANSOME STREET

Y. NOGUCHI, Manager

# LEADS for NEW BUSINESS

**Accountants and Auditors**—Lawrence Scudder & Co., 369 Pine.

**Adjusters**—Cooperative Adjustment Service, 25 Taylor.

**Advertising**—Albert Frank & Co., 507 Montgomery to 155 Sansome; Norman A. Harris, 525 Market to 7 Front; C. A. Horne, 235 Montgomery to 155 Sansome.

**Airplanes**—Curtiss-Wright Flying Service, 1730 Van Ness Ave.

**Architects**—William Mooser Co., 14 Montgomery to 681 Market.

**Artist**—W. A. Medina (commercial), 617 Montgomery.

**Attorneys**—Cyril Breslin, 111 Sutter A. Caminetti, Jr., 315 Montgomery; Geo. C. W. Egan and Jas. P. Sweeney, de Young Bldg. to 68 Post; David Friederich, 220 to 341 Montgomery; Halsey & Leo, 275 Bush to 1 Montgomery; Fred S. Herrington, 405 Montgomery to 625 Market; P. T. Howe, 465 California; Edward M. Jacobsen, 220 Montgomery; Walker Peddicord, 1 Montgomery to 57 Post; Stanley H. Rich, 230 California to 703 Market; Edward Schary, 1 to 315 Montgomery; W. M. Stafford, 275 Bush to 57 Post; Alfred J. Stern, de Young Bldg.

**Auto Equipment**—Earl E. Lambert, Inc., 1828 Van Ness Ave. to 1159 Post.

**Auto Finance**—W. R. Casey, 1525 Market to 55 11th.

**Auto Service**—National Auto Maintenance Co., Inc., 1444 Pine; Protective Automotive Service, 895 O'Farrell.

**Auto Tops**—Standard Top & Body Works, 1828 Van Ness Ave. to 1159 Post.

**Auto Wreckers**—J. & L. Auto Wreckers, 1190 Valencia.

**Bakeries**—Betty Brown Bakery, 1315 Harrison to 661 Divisadero; Golden Crescent Cookie Co., 1648 Polk; Peter Hansen, 3156 24th.

**Beauty Parlors**—Beauty Nook, 3525 20th; Irma's Beauty Shop, 4331 to 1615 Mission; Molenda Beauty Shop, 1112 Irving to 1236 Funston.

**Billiards**—Mission Bowling Alley, 2435 Mission.

**Bolts and Nuts**—Buffalo Bolt Co., 461 Market.

**Boots and Shoes**—W. R. McDonald, 346 Market.

**Boxes**—Lewis Bean Co., 116 New Montgomery to 1 Drumm.

**Butter and Eggs**—Geo. Makins, 21 California.

**Cabinets**—Bertrand's Westwood Cabinet Shop, 1919 Ocean to 227 Cotter.

**Calendars**—L. Cohn, 28 Belden.

**Candy**—Meredith Janice Fudge Studio, 494 Geary; Power's Consolidated Candy Shoppe, Store No. 1, 5335 Geary.

**Carpenters**—W. Green & Son, 1181 Turk to 1148 Buchanan.

**Cheese**—Janssen-Shoemaker Co., Inc. (wholesale), 322 Davis.

**Cigars**—H. Bereovich Cigar Co., main office, 238 Sacramento to 5th and Bryant; Jacobs & Reinhold, 1655 Fillmore to 1872 Post; Twenty-Fourth St. Cigar Store, 4071 24th to 4054 24th.

**Cleaners**—Broadway Cleaners Co., 728 to 734 Vallejo; Mode Cleaning & Dyeing Co., 1408 Polk to 1631 California; W. O. W. Cleaning & Dyeing Works, 38 29th to 26 29th.

**Clothing**—H. Addlestone, 27 6th to 55 6th; Dibble Co. (wholesale), 1032 Market; Eagle Fashion Shop, 2055 Mission; Ben Harris, 238 Market; Lesters Ltd. (mfrs.), 609 Mission; Schneider Clothing Co., 27 6th Philip Willer (second hand), 169 6th.

**Club**—Optimist Club S. F., 538 Market to 245 California.

**Coal**—Hi-Heat Coal Co., 681 Market.

**Contractors**—Clinton-Stephenson Construction Co., Judah and Great Highway; S. Rasori, 270 Tohama to 74 New Montgomery; Standard Concrete Construction Co. (concrete), 47 Wood to 3025 Geary.

**Creamery**—Red Spot Creamery, 2539 Mission.

**Credit Bureau**—National Credit Co., 433 California.

**Dentists**—Dr. Roy E. Browne, 760 Market to 450 Sutter; Dr. Asa W. Collins, Jr., 450 Sutter to 490 Post; Dr. Hugh R. Parkinson, 490 Post to 450 Sutter; Dr. Thos. P. Stokes, 209 Po-1 to 450 Sutter; Dr. Fillmore White, 133 Geary to 450 Sutter.

**Detective Service**—A. S. Narducci's Detective Service (Geo. L. Budd), 760 Market.

**Drayman**—J. B. Hanlon, 268 13th.

**Dresses**—Artie Dress Shop, 2228 Lombard; Prim Rose Frocks Inc., 130 Sutter.

**Druggists Supplies**—J. H. Weaver, 536 Jones.

**Electrical**—Schuer Electrical Engineering Co., 116 New Montgomery to 34 Natoma; Trumbull Electric Mfg. Co., 595 Mission to 432 4th.

**Embroidery**—Aeme Mfg. Co., 154 Sutter to 143 Mason.

**Employment Agency**—Women's Free Employment & Relief Society of Cal. Inc., 1141 Market to 507 Mission.

**Engineers**—Harold L. Gerber (electrical), 110 Sutter; J. H. Hansen (mechanical), 320 Market; Chas. A. Wagner (structural), 320 to 417 Market.

**Engraving**—Leo J. Marier, 251 Bush to 135 Post; Mutual Engraving Co., 32 Clay to 590 Sansome.

**Fasteners**—Hookless Fastener Co., E. J. Towle Co., 1239 Howard.

**Florists**—Metropolitan Floral Shoppe, 2051 Union; Taraval Florist, 1115 to 934 Taravau.

**Fur Goods**—Behlow Inc., 121 to 137 Geary; E. A. Roberts & Co., 423 Stockton to 376 Sutter.

**Furniture**—Economy Furniture Co., 733 McAnister.

**Garments**—Kiddie Garment Co., Inc., 833 Market.

**Glass**—Church Art Glass Studio, 361 to 359 Wailer.

**Golf**—Garrett Golf Co., 43 So. Van Ness Ave.

**Gowns**—Kathleen Dennis, Fairmont Hotel; Boss Schlang, Fairmont Hotel to 386 Post.

**Grocers**—Alpi Grocery, 701 Columbus; Thomas Dewey Food Shop, 1398 9th Ave.; Union & Powell Grocery, 709 Union.

**Heaters**—Hoyt Heater Co., 1040 Bryant to 14 Marston Ave.; Sand-Water Heater Co., 1040 Bryant to 1432 Pacheco.

**Heating Appliances**—Apex Electric Heater, 115 Jessie to 557 Market; Sandovai Sales Co., 115 Jessie to 557 Market.

**Hosiery**—Elliott Hosiery Co., Inc. (C. E. E. Ellis), 133 Geary.

**House Cleaning**—Jap House Cleaning Co., 1463 8th Ave. to 1461 8th Ave.

**Insurance**—Ralph S. Babcock, 315 Montgomery; Lapkin & London Co. National Union Fire Insurance Co., Hearst Bldg. to 235 Montgomery; Joseph H. Mooser, 14 Montgomery to 681 Market.

**Investment Securities**—Paul MacDonald & Co., 405 Montgomery.

**Investments**—C. F. Childs & Co., 464 California to 235 Montgomery; Strazzella & Cicchetti, 68 Post; Union Investment Co., 1132 Valencia.

**Irons**—R M F Electric Co. (mfrs. electric), 1681 Folsom.

## Rent a Car

Drive it yourself

1930 BUICK, PONTIAC CHEVROLET

The Lowest Rates

Stations: San Diego to Seattle

## HERTZ

DRIV-UR-SELF STATIONS

The World's Largest Automobile Rental Company

Telephone FR 1000

## BRAYTON CUTLER & COOKE

MEMBERS  
SAN FRANCISCO STOCK EXCHANGE  
SAN FRANCISCO CURB EXCHANGE

Telephone DOuglas 8500

243 MONTGOMERY STREET  
SAN FRANCISCO

## Kroehler Manufacturing Company

885 Charter Oak Ave. San Francisco, Cal.

Manufacturers of OVERSTUFFED LIVING ROOM FURNITURE and DAVENPORT BEDS

OTHER FACTORIES AT: Chicago, Ill.; Naperville, Ill.; Kankakee, Ill.; Bradley, Ill.; Dallas, Texas; Binghamton, N. Y.; Los Angeles, Cal.; Cleveland, Ohio; Stratford, Ontario

**Jewelry**—Metropolitan Jewelry Co., 2041 to 2126 Union.

**Laboratory**—Actna Pestological Laboratories, 1026 Market.

**Leather Goods**—H. W. Block Mfg. Co., 585 Mission to 151 2d, Louis Meyer, 821 Market.

**Library**—Modern Library, 41 Pine.

**Linotype Composition**—Gollan & Bevans, 135 Post

**Lubricating Specialists**—Wallfisch & Wenz, 100 Potrero.

**Lumber**—Albion Lumber Co., Southern Pacific Co., 582 to 65 Market.

**Machines**—Rectigraph Co. (photographic copying), 37 4th to 49 4th.

**Manufacturing Agents**—Pacific Manufacturing Book Co., 210 Post to 821 Market.

**Manufacturers Agents**—Clausenius & Hunt, 49 4th to 552 Mission; Harry Gabriel, 718 Mission to 717 Market; Lloyd B. Hunt, 552 Mission; J. W. Meiland, 585 Mission to 671 Howard; J. J. Mehan, 833 Market.

**Markets**—Commuters Food Market, 86 Market; Hampshire Market, 2647 21st; Hillview Market, 2116 to 2104 Hayes, S & N Market, 1303 Ellis.

**Meats**—Union Meat Co. Inc., 489 Bryant.

**Mining**—Virginia Mother Lode Mines Co., 315 Montgomery.

**Moving**—E. Harris, 1655 Fillmore to 1872 Post.

**Music**—Karan Dunn Song Co., 935 Market; Mission Music Shop, 3242 22d, Western Music Co. (sheet), 251 Post to 310 Sutter.

**Optometrists**—Kuttner Optometric Staff, 235 Montgomery.

**Orthodontists**—Dr. C. W. Carey, 870 Market, Dr. Karlton K. Priest, 135 Stockton.

**Painters**—G. & J. Cotton, 191 Crescent to 3533 Mission.

**Photo Supplies**—G. E. Eiddell & Co., 37 4th to 49 4th

**Physicians**—Dr. Anthony B. Diepenbroek, 870 Market to 450 Sutter, Dr. O. S. Eekelberry, 909 Hyde to 870 Market, Dr. Jay G. McCrary, 290 Post to 323 Geary, Dr. John E. McGuinness, office, 1395 9th Ave, to 150 Sutter, Dr. Wm. Reilly, 25

Taylor to 490 Post, Dr. Fred C. Schreiber, 177 Post to 870 Market.

**Plumbers and Hardware**—L. C. Weyand & Co., 549 Valencia to 688 Church.

**Printing**—Ormerod & Carson, 461 Bush; Rossi-Craft Printers, Rossi Printing Co., 347 Clay; Specialty Printing Co., 523A Octavia, W. Springer, 242 to 230 Allison

**Produce**—Hayes Valley Produce Co., 524 Octavia; Reliable Produce Co., 504 Davis to 402 Battery.

**Publishers**—Western Homes & Gardens, 703 Market

**Radio Repairing**—Radio Repair Shop, 1196 Eddy.

**Radios**—Echophone Radio Distributors, 21 Laskie; Frederick H. Thompson Co. (wholesale), 1131 to 954 Mission

**Ranges**—Benjamin-Crystal Electric Range Sales Agency, 115 Jessie to 557 Market.

**Real Estate**—A. B. Harrison, 176 Sutter to 336 Kearny; Leland S. Murphy, 111 Sutter to 105 Montgomery, Frank Woods & Co., 235 to 117 Montgomery.

**Restaurants**—Broadway Italian Restaurant, 546 Broadway, Louvre Cafe, 972 Market; New Busy Bee Restaurant, 523 3d, John Tobasco, 3644 Balboa

**Rivets**—Chicago Rivet & Machine Co., 311 Minna to 706 Ellis

**Roofing**—Mission Roofing Co., 2093 15th.

**Sand**—Clarence F. Pratt, Hearst Bldg. to S. 2d.

**Scavengers**—City Garbage Removal Co., 519 California to 105 Bay.

**School**—Little Oxford Private & Boarding School, 543 43d Ave.

**Securities**—Fujimoto Securities Co. Inc., 235 Montgomery to 165 California.

**Service Station**—Van Fleet & Durkee, 14th Ave, and West Portal.

**Ship Chandelers**—Baker, Carver & Morrell, 133 Stewart.

**Shipping**—Yamashita Shipping Co., 311 to 351 California.

**Shoes**—Cushman-Hollis Co., 821 Market, Lewis C. Morgan, 821 Market

**Shovels**—Wyoming Shovel Works (hand), 130 Bush to 380 Market.

**Stationery**—A. Carlisle & Co., 251 Bush to 135 Post

**Steamship Operators**—Commercial S. S. Co., 111 Sutter.

**Stenographer**—Beatrice Greenberg (public), 111 Sutter.

**Studios**—Brindle Studios, 760 Market; Emil J. Polak, 102 McAllister.

**Tailors**—J. De Shons (ladies), 2553 Van Ness Ave., H. Kino, 101 Post to 683 O'Farrell.

**Taxi Service**—San Francisco Bay Taxi Co. Inc., foot of Laguna.

**Travel Bureau**—Oriswell Travel Service, 620 Market

**Typewriters**—American Writing Machine Co., 506 to 522 Market.

**Upholsterer**—A. Bruhnke, 3637 Sacramento.

**Vacuum Cleaners**—Royal Vacuum Cleaner Co., 1846 Clement to 1924 Fillmore.

**Water**—Blisk Mineral Water Co., 461 Hayes to 330 Clement, Digger Indian Medicinal Water Distributors, 705 Geary.

**Window Cleaning**—City House & Window Cleaning Co., 824 York.

**Window Shades**—The Blind Man, Lando, The Blind Man, 1069 Mission to 104 Golden Gate Ave

**Miscellaneous**—American Founders Corp., Founders Genl. Corp., 111 Sutter; American X-Ray Corp., 334 Sutter; Dr. Lillie Boldeman, 135 Stockton, Bollack & Kaestner Co. Ltd., 70 Otis; Burdick Corp., 334 Sutter; A. M. Byers Co., 111 K. Browning; I. Montgomery; California Biographical Society, 580 Market; Central Auto Sales Co., 132 to 112 Valencia; Paul Guenther Inc., C. E. E. Ellis, 133 Geary, Hedstrom Union Co., 585 Mission to 671 Howard, Herberst

Tray Service, 151 Powell; Home Weekly, 681 Market; Clinton J. Hutchins, 235 Montgomery; Kawasaki Dockyard Co. (K. Line), 351 California; F. B. Keyston Co., 315 Montgomery to 155 Sansome; Kitchen Aid Sales Agency, 212 Stockton to 929 Mission; Letter Shop, 111 Sutter; Charles Meredith, 681 Market; Miller-Sutton Mfg. Co., 424 Balboa; H. L. Parkman Co., 693 Mission to 163 2d; Phoenix Day Co., 729 Mission; Price's Ye quality Shoppe, 638 to 737 Irving; Publishers' Circulators, 948 Market, Resnick's Jobbing Shop, 1846 Clement to 1924 Fillmore; Rockbestos Products Corp., Anacanda Wire & Cable Co. of Calif., 360 9th; Caleb Sharrah, 1131 to 954 Mission; Shepard Niles Crane & Hoist S. F. Co., 16 California; Shine-All Floor Cleaning Co. Shine-All Sales Co., 393 Leavenworth; M. L. Snyder & Son, 760 Mission, Dr. Andrew Benton Stockton, office, Lane Hospital, Sugar Products Co., 582 Market; Tru Color Co., Standard Mercantile Co., 734 Harrison; Vassallo & Camilleri, 1762 Newcomb to 1225 Selby; Waukesha Industrial Engine Sales & Service Co., 46 Natoma; Alexander A. Wilson, 405 Montgomery.

**SWISS FAIR**

The Swiss Industries Fair will be held from April 26 to May 6 of this year in Basle, Switzerland. Attendance at the Fair is the best medium of contacting the various industries of that country. Only Swiss goods are exhibited. The great variety, and the quality and skill of workmanship will undoubtedly leave a favorable impression on foreign buyers. The exhibits are divided into twenty groups, among which are watches, clocks, jewelry, textiles, leather goods, mechanical and precision instruments and apparatus, etc. The Consulate of Switzerland in San Francisco extends a cordial invitation to the business men of this city to visit the Fair, and will be glad to furnish the required admission card, free of charge, together with additional information regarding the Fair.

**F. E. BOOTH  
COMPANY, Inc.**

*Packers and Canners*

**Fish, Fruit, Vegetables**

Executive Offices:  
110 Market St. San Francisco

W. A. HALSTED, President  
WM. C. HAMMERSMITH, Vice-Pres.

The Old Firm

**HALSTED & CO.**

Undertakers and Embalmers  
No Branches

1123 SUTTER STREET  
Telephone OBdway 3060



**Walsh, O'Connor & Co.**

Member  
NEW YORK STOCK EXCHANGE  
SAN FRANCISCO STOCK EXCHANGE

225 Montgomery Street  
San Francisco

SAN FRANCISCO OAKLAND

**MITSUI &  
COMPANY**

**LIMITED**

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

**GENERAL IMPORTERS  
EXPORTERS**

Coal Suppliers Ship Operators  
Ship Owners Ship Builders  
Etc.

Head Office: TOKIO, JAPAN  
San Francisco Office:  
301 MERCHANTS EXCHANGE BLDG.

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

# TRADE TIPS *Foreign and Domestic*

Inquiries concerning these opportunities should be made to the Foreign Trade Department of the San Francisco Chamber of Commerce for foreign trade tips, and to the Domestic Trade Bureau for domestic trade tips. Call DAVenport 5000. Please use list numbers.

## Foreign Trade Tips

- 18035—Foreign Service Bureau.**  
New York, New York. Organization offers services to those who are at a loss as to how to meet some problem requiring action abroad. They handle foreign trade extension, foreign advertising, documentation, protection of patents, purchase or sale abroad of merchandise, etc. Circular on file.
- 18036—Ochres.**  
Kustrel (Vaucluse), France. Firm mining French ochres of superior quality wants to sell them direct to importers here. Price list on file. Samples.
- 18037—Produce.**  
Marseille, France. Party wishes to act as buying agent for importers of French and Mediterranean produce.
- 18038—Representation.**  
Marseille, France. Party wants to represent on a commission basis local exporters and manufacturers wishing to extend their trade in France and N. Africa.
- 18039—Canned Fruits Agency.**  
Ceuto, Morocco. Party wants to represent a packer or exporter of canned fruits.
- 18040—Buying and Selling Agency.**  
Singapore, Straits Settlement. Company

- desires to act as buying and selling agent for firms dealing with the Straits Settlement. Proposed contract on file, also detail circular letter.
- 18041—Caskets.**  
Shanghai, China. Party requests that manufacturers of caskets send him catalogues and other advertising literature.
- 18042—Toy Air Guns.**  
San Francisco, Cal Company is in the market for toy air guns suitable for export to Japan.
- 18043—Wooden Fibre.**  
Kansas City, Mo. Party wants to contact importers of wooden fibre (from Japan) for making fibre flowers.
- 18044—California Tanning Oak.**  
Dyersville, California. Party is desirous of getting in touch with firms handling "Cal. tan oak" for the Oriental trade. Is opening up a new territory and will start shipments about July 15.
- 18045—Japanese Groceries.**  
San Francisco, California. Party in Mexico wishes to learn the names of Japanese importers located in San Francisco, especially importers of Japanese groceries.
- 18046—Agency.**  
Nuevitas, Cuba. Party wants to make a connection with a firm handling beans, onions, potatoes, fish, peas, lard, tobacco, caustic soda, silicate of soda, baking powder, corozo nut and cottonseed oil, etc.
- 18047—Hotel Supplies and Auto Parts.**  
Los Angeles, California. Company is interested in handling a line of hotel supplies and replacement auto parts for the west coast of Mexico and Central America.
- 18048—Agent.**  
Guatemala, C. A. Party wants to represent local manufacturers or export agents in his territory, also wants to act as buying agent for firms importing coffee, and other raw materials. Offers local commercial and banking references.
- 18049—Representation.**  
Cristobal, C. Z. Firm covering all classes of trade in Colon and Panama City and the Canal Zone is in a position to represent any class of merchandise.
- 18050—Fish Canning Machinery.**  
San Francisco, California. Party is inquiring regarding equipment for the installation of a fish packing house.
- 18051—Representation in Brazil.**  
San Francisco, California. Native of Brazil who is planning to return there desires to take with him a line of manufactured goods that does not require technical knowledge on the part of the salesman. He is particularly anxious to handle paints, prefers to work in the territory covering Sao Paulo and Rio de Janeiro. Speaks several languages and can give local references.
- 18052—Knitted Goods.**  
Honolulu, T. H. Man who has handled a local manufacturer's line of men's furnishings and knitted goods for several years and whose account for them last year was \$72,000 wants to secure the agency for a line of men's, women's and children's silk and golf hosiery, men's sweaters and men's underwear.

- controlling apparatus and other automatic control equipment.
- D-3388—Hosiery Representative for the State of California.**  
St. Louis, Mo. Manufacturer of hosiery wishes to secure representative with staff of salesmen for California.
- D-3389—Distributor.**  
Chicago, Ill. A manufacturer of expansion joints used with pavements, bridges and all forms of concrete slab work, is open to increase number of distributors and agents in certain good unassigned territory.
- D-3390—Representation.**  
Cedar Rapids, Iowa. Firm wants to get a live representative on the coast of some good firm that will operate their line or some individual with sufficient backing and go to handle the territory for a pillow curtain former and drier and quilting frame.
- D-3391—Manufacturer's Representative.**  
Dallas, Texas. Party interested in representing manufacturer not already represented in connection with the construction industry in northeast Texas, including Dallas and Fort Worth.

*A world of wisdom!...*

FOR SUCCESS IN BUSINESS YOU MUST ADVERTISE! ADVERTISE! ADVERTISE!

Call DAVenport 5000  
for that advertisement of yours

YOU ARE INVITED TO VISIT



49 MARKET STREET, SAN FRANCISCO  
EXHIBITS OF COMMERCIAL ARTICLES  
MADE IN JAPAN  
FREE COMMERCIAL SERVICES BETWEEN  
U. S. A. AND JAPAN  
(Maintained by Japanese Government)

**Geo. H. Burr,  
Conrad & Broom**  
Incorporated

*Investment  
Securities*

▼

490 CALIFORNIA STREET  
SAN FRANCISCO

PACIFIC COTTON GOODS COMPANY

152 Fremont Street  
SAN FRANCISCO

---

CRAIG CARRIER COMPANY

Merchants Exchange Building  
SAN FRANCISCO

PACIFIC DEPARTMENT

114 Sansome St.  
San Francisco  
California

- ### Domestic Trade Tips
- D-3385—Representation in Hawaiian Islands.**  
Honolulu, T. H. Party interested in securing women's dress line and canned goods line to represent in Hawaiian Islands.
  - D-3386—Salesmen.**  
San Francisco, Calif. Salesmen to sell mothproof products direct to home for large department store.
  - D-3387—Representation on the West Coast.**  
Chicago, Ill. Representative for elevator

## Know these Firms

They represent the backbone of San Francisco and deserve your co-operation in their respective lines. They offer a personal, individual service; complete, intelligent and helpful.

### Advertise Anything!

Houses, Lots, Apartments, Furniture, Farms, Farm Tools, Implements, Mechanic's Tools and Machinery, Building Materials, Automobiles, Tires, Accessories, Stocks & Bonds, Insurance, Accountancy, Investment Securities, Hotels, Situations Wanted, Help Wanted, Stoves, Phonographs, Radios, Books, Music, Clothing, Hats, Shoes, Markets, Candies, Ice Cream, Flowers, Chickens, Typewriters

For anything at all you will find a buyer or seller through the columns of

"San Francisco Business"

#### 7A—BUTCHERS

Beef, Calves, Sheep and Hogs Bought or Slaughtered on Commission

**JAMES ALLAN & SONS**  
WHOLESALE BUTCHERS

Office and Abattoir:  
THIRD ST. and EVANS AVE.  
Phone MI 5600 San Francisco

#### 8—CHOCOLATE MANUFACTURES

**D. GHIRARDELLI CO.**  
SAN FRANCISCO

CHOCOLATE and COCOA  
Since 1852

#### 9—CONTRACTORS

**California Construction Co.**

GENERAL CONTRACTORS

715 Standard Oil Building  
San Francisco

#### 10—CRACKPROOF GARDEN HOSE



**Crackproof**  
GARDEN HOSE

Manufactured by

**Pioneer Rubber Mills**

San Francisco  
Sold all over the world

#### 11—ELECTRIC SIGNS

**BRUMFIELD ELECTRIC SIGN CO.**

965-967 FOLSOM ST., S. F.

WE MANUFACTURE

**OUR OWN NEON SIGNS**

PATENTS APPLIED FOR

#### 13—EMPLOYMENT BUREAU

**COMMUNITY PLACEMENT BUREAU, INC.**



Operated by  
San Francisco  
Employers

HUNTER-DULIN  
BUILDING  
KE arny 2800

#### 14—FLOWERS

**Darbee Florist**

GEN. A. J. GOOCH, Prop.

1036 Hyde St. San Francisco, Calif.  
Phone FR anklin 0208  
Open Evenings and Sundays We de-  
liver and telegraph flowers anywhere.

**JOSEPH'S**  
*Bon Voyage Packages*

Ask us about our "PULLMAN TIN"  
Telephone DO uglas 7210  
Cable Address: "Josflor"

We telegraph flowers to distant cities.

#### 16—GLASS

**PACIFIC COAST GLASS CO.**

Manufacturers of  
**BOTTLES and JARS**

SEVENTH and IRWIN STREETS  
Phone MA rket 0327 San Francisco

#### 19—HOTELS

**HOTEL ROOSEVELT**

Jones at Eddy

SAN FRANCISCO'S NEW FINE HOTEL

Every room with bath or shower  
\$2.00 to \$3.50 Garage next door

#### 19A—HOTEL EQUIPMENT

Telephone MA rket 2400

Manufacturers of Kitchen Equipment for  
Hotels, Restaurants and Institutions.

China - Glassware - Silverware

**MANGRUM-HOLBROOK**  
1235 Mission Street, San Francisco

#### 20—IMPORTERS

**Edward L. Eyre & Co.**  
Exporters and Importers

Grain, Grain Bags, Copra Cake, Linsseed Meal,  
Cortoned Cake, Mill Feeds, Steel, Oils, Beans,  
Peanuts, Mexican and Oriental Products

518 MERCHANTS EXCHANGE  
Phone KE arny 0283 San Francisco

## Trade Associations

[continued from page 32]

another plant of the same industry, or even to different industries.

Many trade associations are setting up schools for public education of contemplating employees.

#### 13. TRAFFIC AND TRANSPORTATION SERVICE BUREAU.

Trade associations often helps to bring about efficient shipping methods. They assist not only their members but the public and the carriers by providing maximum loans for cars. Again, there are the related problems of better packing methods and the reduction of loss and damage claims. A trade association can well lend the weight of its influence to general movements of this kind. Shippers will often listen to the advice of their association groups when they would discount or ignore the pleas of the carriers made direct to them; although, to the credit of most shippers in and out of associations, they are usually anxious to do their part in movements which make for better shipping.

I have endeavored to give you an outline of what trade associations can accomplish without definitely going in to detailed statements.

I am taking the liberty of quoting one of the leading trade association executives in this country, wherein he said recently:

"Mass stabilization of industry by lawful methods will be the outstanding business achievement of the immediate future, just as mass production and mass distribution have been the outstanding business achievements of the immediate present and the recent past.

"Trade conferences, trade associations and institutes dealing with entire industries will be the laboratories in which ideas for lawful mass stabilization of industry will be worked out.

"Never has the Government gone so far as during the last year in its encouragement, support and enforcement of business self-government by business and trade groups.

"With the Federal Trade Commission holding conferences in one industry after another, and the rapid development that is taking place in the law relating to trade associations and institutes, proved methods of business self-government are fast raising American business to new levels of ethics, efficiency and lawful mass stabilization of industry.

"More and stronger trade associations and institutes, organized under proper conditions and with adequate safeguards, are foreshadowed by recent decisions and ruling of the Supreme Court, the Department of Justice and the Federal Trade Commission.

"Trade associations and institutes, if they perform this work in the manner now approved by the law, can confer upon mankind a benefaction comparably only to the untold blessings that have resulted from the control of disease by modern hygiene."

### Transcontinental Freight Bureau Docket

The subjects listed below will be considered by the Standing Rate Committee of the Trans-Continental Freight Bureau not earlier than February 20th. 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. 10767, orchard heaters, C.L. eastbound; 10768, hides, C.L. eastbound; 19769, Passamaquoddy Ferry & Navigation Co., request for representation as a participating carrier in Tariffs I-G and I-D, representation to be limited to rates on canned goods, Item 1920; 10770, docket cancelled; 10771, iron or steel wire, C.L. westbound, transit; 10772, feathers, C.L. westbound; 10773, lamp globe parts, LCL, westbound; 10774, rubber goods, for export, (C.L. westbound); 10775, clay (including bentonite), pumice and volcanic ash, C.L. eastbound; 10776, locomotives, or locomotives and tenders, moving on their own wheels but not under their own power, westbound; 10777, Hemp seed meat, imported, C.L. eastbound; 10778, sheet steel, C.L. Westbound; 10779, broom corn, C.L. eastbound; 10780, wrought iron or steel pipe, C.L. westbound, transit; 10781, celery, C.L. eastbound; 10782, blankets, cotton and wool mixed, wool content exceeding 50%, C.L. westbound; 10783, agricultural implements, viz.: snut machines, other than hand, and weedeis, other than hand, C.L. eastbound; 10441, (Reopened) tree or weed killing compounds, C.L. westbound; 10759, Rubber cement in mixed carloads with pneumatic rubber tires, pneumatic rubber tire repair kits, etc., westbound; 10762 (as issued and published in Traffic Bulletin of Feb. 1, 1930), annealing and carburizing pots or retorts in mixed carloads with machinery, etc., westbound.

### Specifications Available

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

For supplying the Panama Canal with fencing material, white tile, welding rods, drills, bits, files, seras, sand chain, links, hinges, locks, buckets, griststones, lanterns, conveyor belting, hoisting cable, cast iron pipe and fittings, to be delivered by steamer to Cristobal or Balboa. Bids are to be submitted to the Office of the General Purchasing Agent, The Panama Canal, Washington, D. C., and will be opened February 24, 1930.

For supplying the War Department with baking powder, lima beans, jam, canned milk, pickles, salt, syrup, spinach, sugar and tapioca for immediate delivery to Fort McDowell, California. Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, and will be opened February 17, 1930.

For supplying the War Department with office supplies to be delivered at the earliest practicable time at Fort Mason, San Francisco. Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, and will be opened February 26, 1930.

For dredging a channel in New York Slough and Suisun Bay at a certain location, 300 feet wide on the bottom and 26 feet deep. Work is to commence within thirty days after award of the contract. Bids are to be submitted to the U. S. Engineer Office, California Fruit Building, Sacramento, and will be opened March 5, 1930.

#### 21-ICE MANUFACTURERS

**Merchants Ice and Cold Storage Company**  
Sansome, Lombard, Battery, Greenwich and Montgomery Streets  
Rail and water connections with up-to-date facilities insure satisfactory service  
Phone KE arny 0371 San Francisco

**CITY ICE DELIVERY CO.**  
135 KANSAS STREET  
Market 6400  
Distributors for Consumers Ice, National Ice & Cold Storage, Union Merchants Ice Delivery Co.

**"OVER-THE-COUNTER"**  
Market Specialists  
Unlisted Stocks and Bonds  
**MARTIN JUDGE JR. & CO.**  
1 MONTGOMERY STREET  
Douglas 8760 San Francisco

**MORRIS-NOBLE COMPANY**  
*Investment Securities*

#### 24-LANDS

**MILLER & LUX**  
Incorporated  
FARMING AND LIVESTOCK PROPERTIES  
1114 MERCHANTS EXCHANGE BLDG.

**Industrial Opportunities**  
in Industrial Lands in South San Francisco — Low Land Cost  
San Francisco Freight Rates  
San Francisco Switching Area  
**SOUTH S. F. LAND AND IMPROVEMENT CO.**

#### 25A-LUMBER

**Christenson Lumber Company**  
LUMBER - MILLWORK  
Yards and Mill:  
FIFTH and HOOPER STREETS  
MA RE 0580 San Francisco

#### 26-METALS

**Sheet Metal Manufacturing**  
Press Work - Forming - Welding - Trigonimo Pipe - Building Products - Orchard Heaters - Oil Buckets - "The Lattice" Automatic Gas Machine  
Vent-40-Screen Ventilating Screen  
**W. R. AMES Co.**  
150 Hooper Street Market 3815

#### 26-METALS

**Federated Metals Corporation**  
Great Western Smelting and Refining Branch  
**METALS**  
75-99 FOLSOM STREET  
DA venport 2540 San Francisco

#### 28A-OIL BURNERS

**-RAY-**  
**FUEL OIL BURNERS**  
Made in San Francisco  
Sold the World Over  
Automatic, Industrial, Marine Types

#### 29-PACKERS

**GRIFFITH-DURNEY CO.**  
San Francisco  
**CANNED FOODS**  
California Fruits, Hawaiian Pineapple  
California Asparagus, California Sardines, Salmon—All Grades

#### 29A-PHOTOSTAT SERVICE

**PHOTOSTAT COPIES**  
Made from Letters, Legal Documents, Maps, Blueprints, etc.  
Personal confidential service  
**Standard Photoprint Company**  
142 Sansome Street Sutter 1675

#### 30-SAFES AND VAULTS

Telephones: GA rfield 3041 and 3042  
**The Hermann Safe Co.**  
Manufacturers and Dealers  
Fire and Burglar Proof Safes and Vaults Safe Deposit Boxes, Etc.  
Howard and Main Sts. San Francisco

#### 35-STEAMSHIP COMPANIES

**American-Hawaiian S. S. Co.**  
Frequent and Dependable Coast to Coast Service  
DA venport 2900 215 Market Street

**S. S. YALE - S. S. HARVARD**  
Super-express service between San Francisco-Los Angeles-San Diego. Also frequent sailings of giant liners between Los Angeles and Hawaii.  
**Los Angeles Steamship Co.**  
681 MARKET ST., SAN FRANCISCO  
Phone DA VENPORT 4210 01-22

Joint Service of Phone DO uglas 7510  
**HOLLAND-AMERICA LINE**  
AND  
**THE ROYAL MAIL STEAM PACKET CO.**  
PACIFIC COAST—EUROPE  
"The Pioneer Refrigerator Service"  
120 Market Street San Francisco

#### 36-STEEL

**Montague Pipe & Steel Co.**  
Riveted Steel Pipe, High Pressure Pipe Lines, Oil and Water Tanks, Siphons, Steel Flumes, Stacks, Montague Well Casing, Water Tube Safety Boilers  
Works: 17th and Kentucky Streets  
Phone MA Rket 6909, San Francisco  
Office: Hohart Building Phone KE arny 0698

**PATENTS**  
TRADE MARKS, FOREIGN PATENTS  
**MUNN & CO.**  
Suite 601 Hohart Bldg., San Francisco

**Pacific Meter Works**  
*of*  
**American Meter Company, Inc.**  
*Specializing in the*  
*Manufacture of Gas Meters and*  
*Allied Apparatus*  
**495 ELEVENTH STREET**  
**San Francisco, Calif.**

**Direct Ferry**  
 Motorists Save Miles of Driving.  
 Vallejo-San Francisco Fast Boats.  
 DINING ROOM - BARBER SHOP  
 BOOTBLACK - NEWS SERVICE  
**Southern Pacific Golden**  
**Gate Ferries, Ltd.**  
 Clay St. Pier—North End Ferry Bldg.  
 Davenport 4000—Local 8921

**WESTERN PIPE**  
**AND STEEL CO.**  
 OF CALIFORNIA  
 LARGEST FABRICATORS OF  
 GENERAL STEEL PRODUCTS  
 IN THE WEST  
 Five Factories Dedicated to Service—  
 South San Francisco, Los Angeles,  
 Fresno, Taft, and Phoenix, Arizona  
**San Francisco Office:**  
**444 MARKET STREET**

**BISHOP & BAHLER**  
 (Incorporated September 16, 1914)  
**369 PINE STREET**  
**SU tter 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"

*Secure your*  
**OPERA TICKET**  
*Today!*

**ENDORSEMENT COUNCIL**  
 You are hereby advised of the action taken by the San Francisco Endorsement Council at its meeting Wednesday, January 29, on the following campaigns:  
**COMMUNITY CHEST OF SAN FRANCISCO - - ENDORSED**  
 (Campaign to raise \$2,200,000 from February 24 to March 7, 1930, for maintenance and operating expenses of Chest Agencies for the year.)  
**GRADUATE SCHOOL OF BUSINESS—Stanford Univ. ENDORSED**  
 (Campaign to raise \$60,000 a year, over a three-year period, to properly finance this school.)  
 JOHN L. CLYMER, *Secretary.*

**Unusual and Interesting Events**  
 FOR THE WEEK OF FEBRUARY 12-19, 1930

**At the Art Galleries—**  
 East-West Gallery, 609 Sutter Street—Exhibit of small sculptures in soap. Exhibit of Japanese prints.  
 Paul Elder Gallery, 239 Post Street—Exhibit of pen and ink drawings by Edson Newell.  
 Thomas Weldon Stanford Art Gallery, Stanford University—William Irwin, Jr., exhibit of paintings.  
 Gump's Gallery, 246 Post Street—Exhibition of paintings by Maurice Brann.  
 Beaux Arts Galerie, 166 Geary Street—Exhibit of sculpture and Drawings by Adaline Kent.  
 Courvoisier Gallery, 474 Post Street—Exhibit of Leerdam glass. Exhibit of etchings by Paul de Gaton. Showing of the process of wood block printing.  
**February 13—**  
 8:20 P. M.—Lawrence Tibbett, Baritone, Dreamland Auditorium.  
**February 14—**  
 4:00 P. M.—Young Peoples Symphony Concert, Curran Theatre.  
 8:15 P. M.—Margaret Tilly, pianist, Scottish Rite Auditorium.  
 8:20 P. M.—Lawrence Tibbett, baritone, Oakland Auditorium, Oakland.  
**February 15—**  
 2:30 P. M.—Lecture on "Love, Marriage and Health" by Dr. S. L. Katzoff, Paul Elder Gallery.  
**February 15-22—**  
 8:00 P. M.—San Francisco National Horse Show, State Armory, 14th and Mission Streets.  
**February 16—**  
 8:00 P. M.—San Francisco National Horse Show, State Armory, 14th and Mission Sts.  
 3:00 P. M.—Kreutzberg & Georgi, German Dancers, Geary Theatre.  
**February 16-23—**  
 Emmett Kirby, painting and sculpture of the South Seas, East-West Gallery.  
**February 16—**  
 2:30 P. M. and 8:00 P. M.—San Francisco National Horse Show, State Armory, 14th and Mission Sts.  
**February 16—**  
 2:45 P. M.—"An Afternoon of Light Music", Curran Theatre.  
**February 16—**  
 4:00 P. M.—Lecture by Miss Helen Gordon Barker, de Young Memorial Museum, Golden Gate Park.  
**February 17—**  
 8:00 P. M.—San Francisco National Horse Show, State Armory, 14th and Mission Sts.

8:20 P. M.—Josef Hofmann, pianist, Dreamland Auditorium.  
**February 18—**  
 8:00 P. M.—San Francisco National Horse Show, State Armory, 14th and Mission Sts.  
 8:30 P. M.—Emelie Reed and George Kruger, piano concert, Community Playhouse.  
**February 19—**  
 8:00 P. M.—San Francisco National Horse Show, State Armory, 14th and Mission Sts.  
 2:00 P. M.—Lecture by Miss Helen Gordon Barker, "The Exhibits in the Museum's Hall of Antiquities", M. H. de Young Memorial Museum, Golden Gate Park.

**PERMANENT ART GALLERIES**  
**San Francisco**

Galerie Beaux Arts - - - 166 Geary St.  
 East West Gallery - - - - 609 Sutter St.  
 de Young Museum - - - Golden Gate Park  
 Courvoisier Gallery - - - - 474 Post St.  
 Gump Gallery - - - - - 246 Post St.  
 Palace of Legion of Honor - Lincoln Park  
 Paul Elder Gallery - - - - 239 Post St.  
 Valdespino Gallery - - - 345 O'Farrell St.  
 Vickery, Atkins & Torrey - 550 Sutter St.  
 Worden Art Gallery - - - 312 Stockton St.  
 Workshop Gallery - - - 536 Washington St.  
 Swabacher-Frey Gallery - 736 Market St.

**REVENUE FREIGHT**  
**LOADING**

Loading of revenue freight the week ended January 18 totaled 847,353 cars, according to the car service division of the American Railway Association. Compared with the corresponding week in 1929, this was a reduction of 84,508 cars, and a reduction of 37,330 cars below the corresponding week two years ago. The total for the week of January 18 was also reduction of 15,838 cars below the preceding week.  
 "This reduction under the preceding week, as well as under the corresponding weeks in the two previous years, was in part due to severe weather conditions in practically all parts of the country, but especially in the Central, Western, Northwestern, Eastern and Allegheny regions," says the division.

Products Week Success Exceeding Predictions!

Special J. C. Committee  
Sharp Park Commission  
Plans for New S. F.  
Playground

Sharp Park Lauded  
As Site for Another  
Municipal Golf Course

W. H. McLAREN, superintendent of parks, addressed a Section Meeting of the Municipal Affairs Committee recently. At that time he pointed out the necessity of San Francisco having another golf course and then decided the wonderful possibilities of Sharp Park, which if treated properly would make one of the finest golf courses in the world as well as one of the best.

The program as outlined was so big it was thought advisable to include a Sports Committee with the Municipal Affairs Committee in a larger committee deal with the problem of the Sharp Park Golf Course. Mr. F. Whitney was made chairman of the committee and he has been working hard to get this program under way. It will be assisted by C. J. Haley, Phil Landis.

Deal WITH GOLFERS' ASSOCIATION

At a February 13 there was a meeting of this combined committee with Messrs. Henry B. Lister, Tom Halpin and Dr. E. P. Norwall who represented the Municipal Golfers' Association of San Francisco. The purpose of this meeting was to outline a harmonious cooperative program between the two organizations and means of procedure. It was decided that the Speakers' Bureau should be contacted to all interested organizations and have them endorse the Sharp Park program which is to be put before the Board of Supervisors of San Francisco so that the amount of money needed for the completion of this golf course should be allowed to remain in the Budget of the Park Commission and approved in the budget is passed upon next year. The committee is very optimistic as to the outcome of this important matter.

The tract under consideration covers 100 acres and has an ideal contour for an ideal golf course. At the meeting, Irman Dinkelspiel of the Sports' Committee, pledged support to the Sharp Park project and gave a resume of what has been done in the past by the Junior Chamber for sports in San Francisco. Tom Hickey, supervisor of Kezar Stadium and Public Golf Courses, congratulated the committee upon its endeavors and praised their results.

Hoover Wires Appreciation  
of Products Week Goal

The following telegram, under date of January 31, 1930, was received by the Junior Chamber of Commerce from President Hoover voicing his appreciation of Products Week:

I appreciate your work planned to assist the campaign for economic stability through your San Francisco Products Week and wish you success in this event so important to the industrial welfare of your community.

HERBERT HOOVER.

200 Factories Display Products  
Through Courtesy of S. F. Stores

MOST successful in every way has been the second annual San Francisco Products Week which began last Saturday, February 15, and which will close February 22. Catching the spirit which the Junior Chamber of Commerce desired to create through the furtherance of a greater industrial mindedness on the part of San Franciscans, every cooperating agency has been most helpful in making this year's event "bigger and better" than the initial products showing.

Starting early last summer a special Products Week Committee, headed by Chairman John Lincoln, was appointed by Chairman Gano Baker of the Junior Chamber Industrial Committee, to carry forward the industrial educational work. Until business called him east, Mervin Rosenbaum had charge of securing exhibit space in downtown store windows. Stepping into the breach when Mr. Rosenbaum left, Edmund Kelly was most active and with his able assistants secured ample space for the many last-minute requests on the part of exhibitors for space.

SHOW HOW PRODUCTS ARE MADE

Almost two hundred local factories were persuaded to display their products by Chairman Richard Laist of the Manufacturers' Section. Benefiting by experience, a large proportion of last year's exhibitors improved their displays this year by showing just how their products are made. Some of the exhibits as a result of this were particularly interesting because of the materials which although old in their use by the public a manufactured article, were new and strange articles when shown as component parts of the finished products.

BROWN THANKS PARTICIPANTS

"We are particularly grateful to the many firms and organizations which assisted us in making our second annual San Francisco Products Week successful," stated President A. M. Brown, Jr. "This success would have been possible only through the cooperation of such agencies as the Board of Supervisors, Mayor James Rolph, Jr., the schools through Superintendent Joseph Marr Gwinn, the daily press, the radio stations, Foster & Kleiser, Outdoor Advertiser, Newman Howe Service, Californians Inc. through John Cuddy, the manufacturers who participated, and the stores which donated generously of their window space, the senior Chamber of Commerce, and lastly our own members, who in many instances, placed the welfare of the event before their own business."

To impress the public of the importance of industry to this city, sixty large billboards and one hundred small boards carried the slogan, "San Francisco's Growth and Prosperity Depends on Industry." Each board also urged the public to view the displays in the various stores.

Giving generously of their columns, the daily papers used special feature stories prepared by members of the Junior Chamber, daily news stories and pictures, editorials and cartoons. Adopting a new policy, the domestic science editors of the various newspapers ran special sections on the uses of locally made food products. [cont. on page 3]



The gentlemen pictured above are members of Products Week Committee of the Junior Chamber of Commerce. From left to right they are: John Lincoln, chairman; Richard Laist, chairman, Manufacturers' Section; Edmund Lee Kelly, chairman, Display Section; Herbert Mitchell, chairman, Products Week Publicity; Gano Baker, chairman, Industrial Committee.

AERONAUTICS GROUP MAKES DEFINITE  
MOVE TO SUPPORT MILLS FIELD

At the regular meeting of the Aeronautics Committee on February 6, the Mills Field problem came up for definite action. As the Junior Chamber has always led in all projects pertaining to aeronautics, it was thought that some definite stand should be made regarding this situation.

Mr. Frank Flynn, former superintendent

of Mills Field, reviewed in detail the history of the airport from its inception up to the present time. He told of the choosing of the Mills site as an experiment and its development. He showed where all transport operators in northern California had at one time or another used Mills Field as their terminus, but

[continued on page 3]

# SAN FRANCISCO BUSINESS

[San Francisco Junior Chamber of Commerce Issue]

FEBRUARY 19, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

Published once each month as the San Francisco Junior Chamber of Commerce Issue of San Francisco Business at 211 Merchants Exchange Building, San Francisco, California.

Editor - Robert Coons

Associate Editors

Theodore Brower T. E. Conolly John Gumpertz Louis Reynolds  
Chairman, Publicity Committee - H. R. Given, Jr.

Officers of the San Francisco Junior Chamber of Commerce

President - A. M. Brown, Jr. Second Vice-President - J. A. Folger  
First Vice-President - J. H. Threlkeld Third Vice-President - Ralph M. Grady  
D. H. Hughes, Secretary-Manager Frank A. King, Assistant Secretary-Manager

Directors

Gano R. Baker, Thomas J. Bannan, Lloyd H. Berendsen, A. M. Brown, Jr., R. B. Coons, Lloyd W. Dinkelspiel, Milton H. Esberg, Jr., Daniel W. Evans, J. A. Folger, H. R. Given, Jr., Ralph M. Grady, John J. Heffernan, W. E. Jason, Jr., Thomas Larke, Jr., Fred Mahr, Ferd Marwedel, Wilson Meyer, Martin S. Mitau, Porter Sesnon, Frederic E. Supple, J. H. Threlkeld, J. J. Tynan, Jr., Alex J. Young, Jr.

## OBSERVATIONS

A movement has been initiated which will periodically bring together the ex-directors of the Junior Chamber. The whole organization should welcome such a step since it unifies those who started the Chamber and those who guided it through its first two years. The advice and influence of such a body standing behind the administration in office should make itself felt as a real impetus to further progress and accomplishment.

The members of the Industrial Committee in charge of "Products Week" have not had smooth sailing throughout their preparations to stage the event. More credit to them that real success has crowned their efforts.

We have heretofore expressed our opinion of Mr. D. H. (Hal) Hughes. Success will attend him as he steps up a ladder of his own making.

## "Within the Chamber"

Question: WHAT IS THE JUNIOR CHAMBER OF COMMERCE?—M. R. R.

Answer: The San Francisco Junior Chamber of Commerce is a business organization in which membership is open to business and professional men between the ages of twenty-one and thirty-three. Membership in the Junior Chamber affords an opportunity to join in the formulation of, and actively participate in, an aggressive and progressive program of business, industrial and civic development for the city of San Francisco and the metropolitan area.

Question: Dear Sirs: Do any of the executive officers of the Junior Chamber receive remuneration for their services?—J. K. B.

Answer: None whatsoever. Only the necessary clerical employees comprising the secretary-treasurer, his assistant and stenographers are paid.—Editor.

Question: Dear Sirs: As the writer has recently heard from several Alameda County citizens that the San Francisco Junior Chamber of Commerce was opposed to the new Air Ferries Ltd. on the grounds that it was showing partiality to the East Bay, he would be interested in hearing the testimony of the Aeronautics Committee on this subject.—T. B.

Answer: Quite the reverse of the above opinion is true. Within the month, members of the Aeronautics Committee gave a luncheon in honor of J. J. Tynan, head of Air Ferries Ltd., and a director of the Junior Chamber. At this time full support of the organization was accorded the project and the committee went on record in its behalf.—Fred Supple, chairman, Aeronautics Committee.

Question: Dear Sirs: What is the relationship between the Junior Chamber of Commerce and the San Francisco Chamber of Commerce?—H. H. M.

Answer: The Junior Chamber was organized as a division of the Chamber of Commerce, but insofar as possible it operates as an autonomous organization with its own board of twenty-one directors and its own separate committees.

## Navy Department Approves Acquisition of Sunnyvale Site

The Navy Department has approved the acquisition of the Sunnyvale Site for the naval dirigible base. On January 31, Acting Secretary of the Navy Dahneke advised Congressman Britten, chairman of the House Naval Affairs Committee, that the Navy Department recommended the enactment of either the Free or Swing Bill which provide for the establishment

of the base at Sunnyvale and Camp Kearney, respectively.

This recommendation supersedes the previous action of the General Board of the Navy in recommending the acquisition of Camp Kearney, and supports the majority recommendation made by the Moffett Board that investigated these sites.

The report of the Moffett Board will be considered by the House Naval Affairs Committee after Secretary of the Navy Adams and Admiral Moffett return from

## Welcome to New Members!

The Junior Chamber of Commerce welcomes the following men who have become members from January 10 to February 13:

Frank W. Adelstein, public accountant, 638 11th Avenue; George H. Bogue, insurance, 611 Financial Center Bldg.; R. A. Bos, Incinal Terminals; Harrison F. Doane, garage, 150 Turk Street; Frank L. Donahoe, Fireman's Fund Insurance Co.; Arthur J. Harzfeld, attorney, 111 Sutter Street; Wilbur H. Hughes, import and export, 111 California Street; Leonard W. King, Gift Hotel; Clarence M. Kirtelmer, candy manufacturer, 55 Federal Street; Robert Litter, lawyer, Crocker 1st Nat'l Bank Bldg.; Harrison McN. Leppo, Tucker, Hunter-Dulin & Co.; Donald M. McMillan, attorney, 68 Post Street; Walter S. Rountree, attorney, 686 Mills Bldg.; Milton F. Saare, Pacific Tel. & Tel. Co.; Morris Shafer, Daily Commercial News; W. L. Wood, insurance, 200 Bush Street.

the Naval Disarmament Conference in London. At the same time the proponents of the two sites will be given an opportunity to present their arguments. Following this hearing the House Naval Affairs Committee will proceed to the Pacific Coast to personally investigate the proposed locations for the dirigible base and will thereafter submit their report to Congress for approval.

## FAMILIARIZATION OF NEW MEMBERS WITH JUNIOR CHAMBER OBJECTIVES

Aside from its regular duties of securing new members, the Membership Committee is taking a step forward in familiarizing the new members with the objectives of the Junior Chamber.

With this thought in view, the Membership Committee Chairman Mr. Ferd Marwedel has invited members of the various committees to sit in the Membership luncheons and informally discuss the working of their committees. Through this method the desired information will be transmitted by the Membership Committee to the new members. The work of this committee has been commendable under the new chairman.

Mr. Paul Wood of the Membership Committee is doing admirable work in outlining concrete plans for reaching prospective members.

## MAJOR TILDEN AND COMMITTEES DISCUSS S. F. HARBOR PROBLEMS

Needs of San Francisco Harbor were outlined by Major Charles Lee Tilden, president of the State Board of Harbor Commissioners, at a joint meeting of the Marine and Executive committees of the Junior Chamber of Commerce Tuesday noon in the Commercial Club.

Major Tilden explained the purpose of the ten-million-dollar bond issue to be voted on next November. He also outlined the Harbor Commission's building program.

Selection of a tentative date for Harbor Day was made at the meeting, and will be announced later according to Wilson Meyer, chairman of the Marine Committee, who presided at the meeting.

## Junior Chamber Takes Part in Arrangements for Army Air Maneuvers at Sacramento

A grand and impressive array of aircraft will gather at Mather Field in Sacramento during the middle of April for the Army Air maneuvers to be held there. Craft of all descriptions and from all parts of the country will participate in night-flying, bombing, and war maneuvers of all sorts.

H. Adamson, representative of Assistant Secretary of War T. Davison, is here preparing for the spectacular event and the Junior Chamber has lined up with the Sacramento Chamber of Commerce in assisting. Sidney Kahn, member of the San Francisco Junior Chamber, will head

the committee in charge of arrangements for the maneuvers by reason of his position as vice-chairman in charge of 0 Military Affairs Department of the Aeronautics Committee.

## Committee Meetings from Feb. 16 to March 14

- February 17—Executive, Publicity,
  - February 18—Fire Prevention, Products Week, Marine, Executive.
  - February 19—Board of Directors.
  - February 20—Membership, Aeronautics.
  - February 24—Publicity, Executive.
  - February 25—Fire Prevention, Industrial, Program.
  - February 26—Board of Directors.
  - February 27—Marine, Sports, Municipal Affairs.
  - February 28—Aeronautics Section.
  - March 3—Executive, Publicity.
  - March 4—Fire Prevention, Industrial.
  - March 5—Board of Directors.
  - March 6—Marine, Membership, Aeronautics.
  - March 10—Publicity, Executive.
  - March 11—Fire Prevention, Industrial, Program.
  - March 12—Board of Directors.
  - March 13—Marine, Municipal Affairs, Sports.
- MUNICIPAL GOLF COURSE COMMITTEE WILL MEET ON CALL OF CHAIRMAN.

## Industrial Development

Reported by the Industrial Department

### NEW INDUSTRIES

The Prim Rose Flocks, Inc., manufacturers of women's and children's dresses, blouses, skirts, suits, and jacks have recently established a branch office and warehouse in this city at 130 Sut Street. Mr. G. Zuckerman, president of the concern, is in charge of the location. The factory is located in Oakland.

Lesters, Ltd., manufacturers of men's suits and overcoats, have just located San Francisco at 609 Mission Street. The concern occupies 11,000 square feet floor space, employs 130 men and women and serves the entire Pacific Coast.

L. L. Jacobs is in charge.

A service department for the Monarch Marking System Company of Dayl Ohio, was recently opened here at Pacific Building. Mr. Robert Sargent in charge of the local office. This concern manufactures marking machines.

The Chinese Manila Wicker Workers' manufacturers of wicker and rattan furniture, wicker kapok cushions, grass furniture, and seagrass rugs, w headquarters and factory address Manila, P. I., has recently established a branch office and warehouse at 1 Market Street, San Francisco, for purpose of distributing products of concern throughout the United States. Mr. L. O. Sonnen is manager of the office.

[continues]

# ACTS and DEEDS



... who were unable to attend the Junior Chamber luncheon of the Community Chest... missed one of the best meetings held. Dan Evans and Gordon Mead of the program committee described all the nice things said about them in the splendid arrangements.

Joseph M. Cumming, secretary of Downtown Association, set a wonderful example for future luncheon orators. His whole speech was "Community Chest, here here!"

James Swinnerton, the principal speaker at the luncheon, proved that he can do word pictures as vivid as his car. If you missed his coffin salesman speech—that's your hard luck.

It is understood that Wilson Meyer is considering accepting the position of chairman of the Auditing Committee of the Junior Chamber of Commerce.

Jack Heffernan, one of the most eligible bachelors in the Junior Chamber, is sojourning in the Hawaiian Islands. The length of his stay and the reasons therefor, both remain a mystery.

Whitney Tenney has been appointed chairman of the Municipal Golf Course Committee. Someone thought the selection might be due to the height of his handicap.

It is noted with pleasure the appointment of R. B. Coons and J. J. Tynan, Jr., as directors of the Junior Chamber. Both are the confidence and cooperation of the entire membership.

Eric Gomer of the Aeronautics Committee is the proud father of a new member of the Junior Chamber; weight, 8% pounds.

Edmund Lee Kelly has taken over the chairmanship of the Display Section of the Products Week Committee, has worked hard and turned in a good job.

Bert Levitt, chairman of the Speakers' Bureau, is leaving for a five-months' tour of the Orient, officially representing the Junior Chamber as a follow-up of a recent good-will tour of the senior chamber.

That the former directors' dinner to be held soon will be a success is assured due to the fact that Bill Cathcart and Hiram Childs are in charge of the arrangements.

During the recent absence of Bob Levitt, Chester Gramer was in charge of the Fire Prevention Committee.

Dan McGamney of the Industrial Committee has recently been made assistant vice-president in charge of System 1000 of the Southern...

## Cooperation Between Two Chambers Shown in Publicity Dissemination

Perhaps no better example of cooperation between the Chamber of Commerce and the Junior Chamber of Commerce can be found than the closely interwoven plan used by the Junior Publicity Committee.

On practically every project promoted by the Junior Chamber of Commerce, Mr. Benning P. Cook, publicity manager of the Chamber of Commerce, has provided much of the machinery which has made success possible. This was pointed out by Mr. Jack Given, chairman, Publicity Committee of the Junior Chamber of Commerce.

Mr. Given explained how Mr. Cook had so generously loaned his time both in preparing and releasing copy. He stressed the fact that the Junior Chamber had been able to obtain the service of an office force from the Chamber which provided materials and services such as deliveries, mimeographing and other valuable aid. He also called attention to the fact that the Junior Chamber's monthly publication was made possible by the whole-hearted cooperation of San Francisco Business, the official publication of the Chamber, one edition a month being turned over to the Junior organization.

"A timely example of this splendid spirit of cooperation existing between two such similar bodies, we have the excellent and unified efforts of Mr. Herbert H. Mitchell, publicity chairman of San Francisco Products Week and Mr. Davenport R. Phelps, who handles publicity for the Chamber of Commerce Industrial Department," explained Mr. Given.

"This all goes to show," said Mr. Given, "just how far-fetched these rumors about lack of cooperation between the Chamber of Commerce and the Junior Chamber of Commerce turn out to be when you really get down to facts. If there is any truth in the 'hostility' stories we of the Publicity Committee have never seen nor felt it; in fact the opposite has been the case right along and we certainly should never miss an opportunity to show our appreciation to the officers, officials and employes of the Chamber of Commerce."

## Frank King Succeeds Hal Hughes as Sec'y-Treasurer

Frank King, assistant secretary of the San Francisco Junior Chamber of Commerce since May, 1929, is today the new secretary of the organization. Hal Hughes, whose organizing and executive ability did much to help build the Junior Chamber to its present place, has accepted an offer from the parent organization and will hereafter be assistant to Mr. Abner Newhall, president of the Chamber of Commerce.

King is a graduate of the University of Santa Clara, completing the course in electrical engineering in 1925. He then entered the Westinghouse works at East Pittsburgh, Pa., and later returned to San Francisco, joining the commercial department of the Pacific Telephone & Telegraph Co.

The change took effect February 1.

J. J. Heffernan, a director of the Junior Chamber, has been doing some valuable contact work in Honolulu. He is reported to have discussed with John Mason Young, president of the Honolulu Chamber of Commerce, the project of forming a junior chamber in Honolulu in 1930.

## Junior Chamber Luncheon Precedes Chest Campaign

The 1930 San Francisco Community Chest campaign was inaugurated Tuesday, February 11, with a luncheon by the Junior Chamber of Commerce at the Mark Hopkins Hotel.

James G. ("Jimmy") Swinnerton, president of the Bohemian Club, and internationally known artist, cartoonist and humorist, was one of the special guests, while another of San Francisco's well known and best loved artists, Charles Bulotti, tenor, was not only present but entertained the hundreds who attended.

Anson Weeks and his Mark Hopkins orchestra offered a special program during the meeting. A. M. Brown, Jr., president of the Junior Chamber of Commerce, presided. Several prominent civic leaders made three-minute talks.

## Ky Ebright Endorses Lake Merced for Olympic Meet

Ky Ebright, Varsity Crew Coach for the University of California, at a meeting of the Sports Committee, addressed the committee on the feasibility of Lake Merced for the Olympic Crew Races. He ably pointed out that this lake is ideally situated from a standpoint of attendance, making possible very profitable gate returns. The lake is not affected by tide waters, which is an asset that will be hard to duplicate in any other proposed course on the coast. The length of the lake is the proper distance for the type of race held in this meet, and the width of the lake enables as many as five boats to race at one time, making it possible to run off the trials in less than a quarter of the time that it usually takes. Also the contour of the country about this lake entirely protects the waters from winds. Ebright in closing, congratulated Dinkelspiel on the efforts that have been made by the Junior Chamber of Commerce in getting this attractive meet for San Francisco.

## Speakers' Bureau Organized

The Speakers' Bureau under the chairmanship of Bert W. Levitt is well under way. They are at the present time assisting the Community Chest and are now organizing themselves for the task of putting over the Sharp Park program before the many clubs and organizations throughout the city. The membership of the Speakers' Bureau at the present time consists of M. O. Tobriner, C. I. Haley, John Dunaway, Robert Little, Gerald O'Gara, Walter Rountree, J. J. Pape, Arnold Grunberg and Jack Heffernan.

## Aeronautics Group to Support Mills Field

[continued from page 1] had moved away because they could receive no assurance that the field would be permanent. They could not afford to spend large sums of money on ground equipment at Mills Field unless they were sure of a reasonable length of permanency and immediate development of a cross-wind take-off. Another feature which prompted them to move was the slow development of the Bayshore Highway.

## KAHN DISCUSSES FIELD

Along with Mr. Flynn's summary was a discussion by Mr. Julius Kahn, of Western Air Express, who viewed the airport situation from the transport operators' angle. Transport lines and large commercial organizations were finding out that municipal airports were not the proper type for their operations. They were being developed in the...

## Products Week Success Exceeding Predictions

[continued from page 1]

### RADIO STATIONS COOPERATE

Almost hourly announcements, many carrying industrial propaganda, were made by radio stations KERC, KPO, KFIW, KTAR and KVA who used almost a hundred different industrial statements concerning Products Week.

To augment the work of the Junior Chamber volunteer workers, the senior Chamber directors appropriated special funds for Products Week, in addition to funds for their Industrial Department exhibits and leading the service of the Industrial Publicity man to assist Chairman Herbert Mitchell in securing adequate publicity for the week. Additional funds for publicity activities were secured from the city through the assistance of Chairman Jefferson E. Peyster, Carl W. Miles and E. J. Spaulding of the Board of Supervisors Public Welfare and Publicity Committee.

As the result of the Junior Chamber's efforts, every man, woman and child in San Francisco should be impressed with the fact that industrial development is closely linked with our future financial welfare.

will be used exclusively for their own operations. Now, if all transport lines and the largest commercial operators, operate off of their own airports, what justifies the maintenance of a municipal airport? After all pros and cons had been aired, it was concluded that a municipal airport is a necessity for the following reasons:

1. There are more private flyers owning their own ships than ever before. This number is increasing daily. A base is needed as a home port for all these planes. Practically all the planes at Mills Field are of this type and still there is a shortage for hangar space.
2. If private airports of the large operators are for their use exclusively, a municipal airport should be maintained for visiting flyers and planes of this city.
3. One airport at least is needed by every city which is open to all, and Mills Field is the only one suitable on the peninsula side of the bay.

### MILLS FIELD SHOWN TO RANK HIGH

One interesting point that was brought out in this discussion is the present popular belief by many that Mills Field is not a good airport. It was shown, in comparison with other airports along the coast that Mills Field ranks high, in fact, there are probably only one or two airports with better equipment, facilities and location than Mills Field on the whole Pacific Coast. Another point was that one municipal airport in the bay district has spent over \$1,500,000 in developing its field and facilities, that a large transport operator was spending another \$1,500,000 in building its airport and that another company was spending about \$5,000,000 in developing two airports, one on either side of the bay. Mills Field to date, has cost the city of San Francisco about \$200,000 and for a comparatively small amount it can be made into one of the finest on the coast.

Other municipalities and large operators would not spend this amount of money unless they felt that this expenditure would be justified in the future. The transportation factor has had a great deal to do with development of metropolitan areas and those who look into the future are preparing now.

With these thoughts in mind, the Aeronautics Committee passed a motion that the San Francisco Junior Chamber of Commerce get behind the Municipal Airport and lend every effort in clearing up...

# Foreign and Domestic TRADE TIPS

Inquiries concerning these opportunities should be made to the Foreign Trade Department of the San Francisco Chamber of Commerce, DA venport 5000, list numbers being given.

## FOREIGN TRADE TIPS

- 18053—Cold Liver Oil. San Francisco, Calif. Steamship firm is interested in contacting importers of cod liver oil.
- 18054—Representation. Lincoln, Calif. Party who lived three years in France wishes to represent an industrial firm or an exporter of agricultural food products at the World Fair of Antwerp or Liège this spring.
- 18055—Bonbons. San Francisco, Calif. A chocolate factory located in Holland which exports bonbons desires to make a connection on the Pacific Coast either with an importer or a representative.
- 18056—Java Sugar. San Francisco, Calif. An exporter of Java sugar is anxious to make arrangements with an American refinery to sell on yearly contract raw Java sugar (Muscovados 96 per cent Pol.).
- 18057—Trade Service. New York, N. Y. Party is leaving shortly for England to establish there a business service which will act as a merchandising counsel, securing agencies for American products, conducting negotiations and arbitrations between American and British firms, etc.
- 18058—Azeney. San Diego, Calif. Party who is connected with import houses in Scandinavia and northern Germany wishes to act as agent there for local firms.
- 18059—Leather Goods, Hosiery. San Francisco, Calif. Parisian tradesman wants to get in touch with importers of French leather goods, hosiery, etc. He is interested in acting as their buyer for these commodities.
- 18060—Tinned Hams and Frankfurters. Tacoma, Wash. Company which handles the products of a Hamburg concern wants to appoint a distributor for the State of California for the sale of their tinned hams and Frankfurters.
- 18061—Spraying Machines. Nuernberg, Bavaria. Manufacturer of metal spraying machines wishes to secure a representative.
- 18062—Glue. Hamburg, Germany. Manufacturer of skin and bone glue desires connections.
- 18063—Chimney Wind Catcher. Dinslaken, Germany. Party offers license for the manufacture of patented chimney wind catcher of cement.
- 18064—Dried Sugar Beet Pulp. Genoa, Italy. Exporter of European dried sugar beet pulp for feeding purposes wants to make connections locally.
- 18065—Marmalades and Dried Fruit. Casablanca, Morocco. Company is inquiring for the names of large exporters of dried fruit and marmalades.
- 18066—Oriental Carpets. Athens, Greece. Government organization for fostering trade wishes to represent without charge the interests of importers of Oriental carpets.
- 18067—Advertising. Phagwara, India. Party wants to contact exporters to India who are interested in advertising there. Examples of advertising on file.
- 18068—Representation. Bombay, India. Party wishes to represent a number of manufacturers in British India.
- 18069—Kerosene and Gasoline. Tientsin, China. Company is very anxious to make a connection with an oil company or an exporter of kerosene and gasoline. They ask that specifications

- and quotations C.I.F. Tientsin (not Taku Bar) on cases (2x5) Gall tins, and samples be sent at once.
- 18070—Ballast. Osaka, Japan. Company wants to find a market for ballast which is composed of small pebbles that are used for the construction of concrete buildings.
- 18071—Typewriters. Yokohama, Japan. Firm is in the market for secondhand and rebuilt typewriters, especially rebuilt Underwoods and secondhand portable Remingtons.
- 18072—Wheat. San Salvador, El Salvador. Party wants to communicate with exporters of high grade wheat.
- 18073—Furs. Mexico, D. G. Party is offering Mexican furs such as nutria, leopard, opossum, skunks, and others.
- 18074—Soda Water Fountains and Flavors. Bluefields, Nicaragua. Party wishes to communicate with manufacturers and exporters of soda water fountains and soda fountain extracts or flavors.
- 18075—Ginger and Pimento. New York, N. Y. Firm is inquiring for the names of parties interested in importing Jamaica Pimento and Jamaica Ginger.
- 18076—Hardware and Groceries. Los Angeles, Calif. Corporation wants to represent on the west coast of Mexico manufacturers of lines of hardware and groceries.
- 18077—Rice. Los Angeles, Calif. Agent of company located in Guayaquil is in the market for Siam rice to be exported to Ecuador.
- 18078—Agency. Porto, Portugal. Company wishes to act as agent for manufacturers of raw cotton, cotton yarns, artificial silk yarns, stainless steel knives, forks, etc., tools, paper and paper products, chemicals, provisions, etc.
- 18079—Traveling Agent. San Francisco, Calif. Party is seeking a connection with an import-export house to act as a traveling agent, buying and selling for the firm in Central and South America, Hawaii, the Philippines, and China.
- 18080—Dried Fruit. New York, N. Y. Organization is inquiring on behalf of a foreign correspondent for the names of exporters of dried fruits who are desirous of establishing connections in Spain and Portugal.

## DOMESTIC TRADE TIPS

- D-3392—Equity in Business Desired. San Francisco, Calif. Local citizen has three-story building, good condition, with total of 15,000 square feet, which he desires to contribute as his equity in a business, preferably manufacturing, which would occupy the building, and with which the owner could be actively associated.
- D-3393—Distributor. Chicago, Ill. Firm interested in securing connections in S. F. to represent them as a sales agent selling their products to firms in this territory.
- D-3394—Brass Goods. San Francisco, Calif. Party interested in disposing of machine shop equipped for turning out brass goods.
- D-3395—Agent. Aurora, Ill. Firm desires firm or individual in this city, who can act as agent to sell a high temperature heat insulating cement and a high temperature insulating fiber block.

## Specifications Available

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

For supplying the U. S. Marine Hospital with flower seeds, rose bushes, and bulbs. Bids are to be submitted to the U. S. Marine Hospital, Materiel Officer,

- 11th Avenue and Lake Street, and will be opened February 25, 1930.
- For supplying the Panama Canal with electric water coolers, pedestal fountains, soda fountains, and back bars, to be delivered by steamer at either Cristofal or Balboa. Bids are to be submitted to the Office of the General Purchasing Officer, The Panama Canal, Washington, D. C.
- For supplying the Panama Railroad Company with commissary foodstuffs, etc. Bids are to be submitted to the Purchasing Department, Panama Railroad Company, 24 State Street, New York City, and will be opened February 25, 1930.

## 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 27. 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. 10781, wrought iron or steel pipe, (L), westbound, minimum weight; 10785, boots and shoes N.O.S., L.C.L., eastbound; 10786, lumber and millwork, (L), westbound; 10787, wooden church furniture, (L), westbound; 10788, cleaning compounds, (L), westbound; 10789, differential lake and rail rates via Nicholson Universal Steamship Company, westbound; 10790, infusorial earth, (L), eastbound; 10791 (amended), blocking, bracing and fitting of automobiles at lake ports; 10792, boracic acid, borate of lime, borax, borate rock, (L), eastbound; 10793, umbrellas, beach, lawn or wagon, also ribs and stretchers assembled with or without poles, L.C.L., eastbound; 10794, paper mill machinery, (L), eastbound to Greenville, Miss.; 10795, ranges (miniature cooking), not exceeding 22"x17"x17", in boxes, L.C.L., westbound; 10796, fresh leucoidous fruit and fresh or green vegetables, (L), eastbound, to New Rockford, N. D.; 10797, grading or road marking implements in mixed carloads with machinery and other commodities for export, westbound; 10798, paper or paper articles viz.: table cloths, toilet seat covers, dollies, napkins, toilet paper, paper towels and towels, (L), eastbound, to Black Hills District; 10799, plaques, L.C.L., eastbound; 10800, cooling room or refrigerator material, (L), westbound; 10801, toy doll furniture, L.C.L., westbound; 10802, cheese, L.C.L. and (L), westbound; 10803, safety razors, gold or silver plated, with or without blades, in boxes, any quantity, westbound; 10804, aluminum ingots, (L), westbound.
- Notice Through Inadvertence Docket 10762 was shown on last week's docket instead of the following:
- 10760, aluminum cable, (L), westbound.

## REVENUE FREIGHT LOADING

Loading of revenue freight the week ended January 25 totaled 302,621 cars, according to the car service division of the American Railway Association. This was an increase of 15,268 cars above the preceding week this year but a reduction of 63,853 cars under the same week in 1929 and a reduction of 10,043 cars under the same week in 1928. The reduction for the week of January 25, this year compared with the corresponding weeks in the two previous years, was in part due to the severe weather conditions that existed in various parts of this country, according to the division.

Don't forget February

# Very Latest Leads for NEW BUSINESS

Listed below are the names of firms and changes of addresses of firms engaged in the business under which they are classified. Domestic Trade Bureau of the Industrial Department.

- Correction: Sugarman Iron & Metal Co. previously reported as having moved from 650 7th to 16 California, in error. Present address, 16 California.
- Accountant J. J. Jacobus (retired publicist), 111 Sansome to 235 Montgomery.
- Advertising—Richard T. Tandy, 52 Market to 210 Post.
- Apartments—Ewell Apartments, 313 16th; St. Julianna Apartments, 320 Turk; Shrader Oak Apartments, 1997 Oak.
- Artists—C. Don Powell (commercial), 617 Montgomery; Vernon P. Wosnak, 61 Montgomery.
- Attorneys—F. A. Anderson, Hears Bldg. to de Young Bldg.; W. A. Andrew, 315 Montgomery to 821 Market; James Begley, 1005 Market; A. Caminetti, Jr., 1 Montgomery; E. B. Cassidy, 25 Taylor.
- Auto Products—H. M. Hollingshead Co., 17th and Connecticut to 1182 Market; Whiz Auto Products Co., 17th and Connecticut to 1182 Market.
- Auto Repairing—Jim's Auto Repair Shop, 1111 Clay to 1301 Shotwell.
- Bakeries—Del Monte Baking Co., 83 Greenwich to 1353 Grant Ave.; Mayflower Pie & Cake Shop, Ye, 191 Geary to Gear and Shannon; G. Strongone Pastry Co., 521 to 577 Columbus.
- Baking Powder—Royal Baking Powder Co., 215 Market to 245 11th.
- Beauty Parlors—Nell Barr Beauty Parlor, 133 Geary; Anthony Boxer Beauty Parlor, 1611 to 1692 Fillmore; Crystal Palace Beauty Parlor, 1115 to 1175 Market; Green Feather Beauty Salon, 166 Clinton; Metropolitan Beauty Shop, 2072 Union; New Fillmore Beauty Shop, 1611 to 1692 Fillmore.
- Bookbinding—J. B. McIntyre Binder Co., 265 Bush to 135 Post.
- Brakes—Bendis Brake Agency, 88 O'Farrell.
- Broker Armando Mariani (insurance), 111 Sansome to 133 California.
- Carpent Cleaning—Golohae Carpet Cleaners, 207 11th.
- Chemists—George E. Madison Co. (retg.), 1158 Howard.
- Cigars—Bonies Smoke Shop, 54 Geary; Mannie Kinspel, 209 Kearny; Lilae Cigar Stand, 3219 24th.
- Cleaners—Columbia Cleaners, 928 Bay to 710 Sutter; Columbia Cleaning & Tailoring Co., 928 Bush to 710 Sutter; Babe Herman, 3151 Scott.

## Industrial Developm'

[continued from page 2]

## NEWS NOTE

The Howell Electric Motors Company of Howell, Michigan, recently announced the purchase of the business of the Jeanin Electric Company of Toledo, Ohio. The manufacturing equipment and business of the Jeanin Electric Company will be gradually moved to the Howell plant. As a result of this purchase the Howell Company will have a complete line of motors from the smallest to over 100 h.p.

The Howell Electric Motors Company has west coast headquarters in San Francisco at 58 Natoma, and carries complete stocks of motors. Sales offices are maintained in Los Angeles, Portland, Seattle, San Francisco, and San Diego.

M. S. L. Co., Pacific Coast

**CHAMBER BUILDS NEW S. F. EXHIBIT**

**CHAMBER TO ASSIST CAL. TAXPAYERS  
Directors Retain Firm to Intervene Before U. S. Court**

A formal resolution of the Board of Directors of the Chamber of Commerce at its weekly meeting February 20, authorized the Chamber to take the lead in protecting the interests of California Federal Income Taxpayers under the advantages granted to them by the 1927 Amendment of the State Legislature, to the community tax property law giving California wives "present" interest in community property. The board approved the retention of a nationally known firm of lawyers having offices in Washington, D. C., and branch offices in San Francisco and Los Angeles to intervene before the United States Supreme Court and before other Federal Courts in other districts in cases involving income tax returns on community property and to prepare to meet a California test case if presented.

"We anticipate the cooperation of the Los Angeles Chamber of Commerce in this effort of the San Francisco Chamber to retain the benefits accruing to income taxpayers in California through separate returns by husbands and wives," said President Newhall.

"Through our action we hope to preserve California families hundreds of thousands of dollars annually.

**Personnel Changes**

In a resolution expressing its regrets, the Board of Directors of the Chamber of Commerce has accepted a retirement resignation from Mr. Seth Mann as head of the Traffic Bureau of the Chamber on his seventieth birthday, June 29, next, arranging, however, with Mr. Mann to continue his services hereafter in an advisory capacity in the traffic work of the Chamber in the future. The board simultaneously appointed Mr. H. M. Remington as assistant manager of the Traffic Bureau until June 30, with the intention of appointing him as manager to succeed Mr. Mann on that date.

Mr. Mann's plan to retire on his seventieth birthday from the active duties of the Chamber's Traffic Bureau has been under discussion by him for two years and his decision marks the fulfillment of one of

**HELP MAKE OUR CENSUS COMPLETE**

The success of the 1930 census depends largely upon the cooperation given the enumerators by the public. It is important to San Francisco that its Census Enumeration be as nearly one hundred per cent complete as possible, and to this end the San Francisco Chamber of Commerce is giving every possible assistance to those in charge of the work.

These facts should be borne in mind: All information given by citizens will be held strictly confidential, and violations of this rule by census officials would result in heavy penalty. Refusal of citizens to give required information is also punishable.

Here are the questions which you will be called upon to answer:

1. Relationship to head of family, including a statement as to the homemaker in each family?
2. Whether home is owned or rented?
3. Value of home, if owned, or monthly rental, if rented?
4. Badjo set?
5. Does this family live on a farm?
6. Sex?
7. Color of race?
8. Age at last birthday?
9. Marital condition?
10. Age at first marriage (for married persons only)?
11. Attended school or college any time since September 1, 1929?
12. Whether able to read and write?
13. Place of birth?
14. Place of birth of person's father?
15. Place of birth of person's mother?
16. Mother tongue of each foreign-born person?
17. Year of immigration to the United States (for foreign born)?
18. Whether naturalized (for foreign born)?
19. Whether able to speak English (for foreign born)?
20. Occupation of each gainful worker?
21. Industry in which employed?
22. Whether employer, employee or working on own account?
23. Whether actually at work (for each person out of work additional information on special unemployment schedule)?
24. Whether a veteran of the United States military or naval forces; and for each veteran, in what war or expedition he served?

Persons desiring further information about the census should apply to Felton Taylor or Thomas A. Maloney, supervisors of the 6th and 7th Census District of California, respectively, Registrar's Office, City Hall.

his long cherished ambitions. "Under the retirement arrangement," President Newhall said, "the Chamber will not lose the invaluable experience and ability of Mr. Mann as manager of the Traffic Bureau and legal counsel in the Chamber's traffic problems."

**Chamber Special to Visit San Joaquin**

The Board of Directors authorized a special train delegation of the San Francisco Chamber of Commerce to the San Joaquin Valley, the latter part of March, to visit various industries and make goodwill contacts with San Joaquin Valley business men and organizations under the direction of Vice President and Chairman of the Industrial Committee, L. O. Head. It was

announced that to date eighty-one San Francisco firms had already decided to send representatives on the trip which will occupy three or four days. More than one hundred are expected to be on the train when it leaves San Francisco.

**Chamber of Commerce Supports Ratification of Court Protocols**

The Board of Directors of the Chamber authorized the preparation of a resolution urging Senators Johnson and Shortridge and the members of the California Congressional Delegation to support ratification of the World Court protocols signed by President Hoover, calling for the adherence of the United States to the World Court under the compromises worked out by

**COLORFUL VILLAGE OF '49 AND MODERN METROPOLIS OF 1930 WILL FEATURE L. A. LAND SHOW**

SAN FRANCISCO old and new—the days of '49 and the busy, thrusting life of San Francisco today—will be pictured in a novel exhibit financed by the Chamber of Commerce of San Francisco, in the California Land Show to be held in Los Angeles, March 8 to 23. A cardboard and plaster reproduction of the colorful village of '49 and '50 with the old clipper ships swinging at anchor in the bay under the brows of Rincon and Telegraph Hills, will be built. Over "The City That Was" will be a lighted mirage of "The City That Is" with its monolithic skyscrapers sawing the clouds, a graphic contrast that will seize the interest of the throngs visiting the Land Show from all parts of the United States and tickle their appetite to visit San Francisco.

Staff members of the booth, representatives of the Chamber of Commerce of San Francisco, who will be in attendance to tell visitors the story of San Francisco and its dominance from early days of the financial and industrial history of the state, will be dressed in the costumes of the days of '49 and of 1930, to synchronize with the contrasting picture of the city. The exhibiting space in the fair contracted by the Chamber of Commerce will occupy a corner of two of the most important corridors in the general fair, adjoining a hall given over to lectures on various districts and communities of the state. Literature descriptive of all phases of San Francisco life will be part of the exhibit to be given out to interested visitors.

This is the first time that the Chamber of Commerce has participated in the California Land Show. It has been a policy of the Chamber in the past to staff information corps in the State Fair and some other exhibits but this is the first direct participation of the Chamber itself in exhibition work of this kind in recent years.

"We are trying," said President Newhall of the Chamber, "to take San Francisco with all its color and beauty and the story of its opportunities to Los Angeles in this exhibit. We thus hope to stimulate an interest and curiosity among Los Angeles visitors and resident in San Francisco and the bay district."

Elihu Root. After the resolution is drafted it will be sent to the California representatives in Washington when the World Court protocols before the Senate for adoption. "The Chamber's interest in the World Court protocols is purely economic," said Director F. L. Lipman who fathered the resolution.

**Board Welcomes Noted Visitors**

Guests of the Board of Directors at last week's meeting included Frank A. Rolph, cousin of Mayor Rolph and president of the Board of Trade of Toronto, Canada. He was presented to the Board by President Newhall and invited representatives of the Chamber to visit Toronto.

Colonel R. E. Cooper of the staff of Governor Sampson of Kentucky was presented to the board by Frank S. Hoge of Palo Alto who is one of the leaders in the cooperative fight of peninsula cities and San Francisco for the Sunnyvale Dirigible Base. Mr. Hoge told the board that the "Chamber of Commerce has done more during the past ninety days in its fight for the Sunnyvale base to bring about a one-family feeling among the peninsula communities with San Francisco than has been done in twenty-five years." Colonel Cooper pointed out to the board that San Francisco has positioned itself in the minds of the East and southern part of the United States as the New York of the West.

**Specifications Available**

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

For supplying the War Department with subsistence supplies to be delivered at Fort Mason from March 20-25, 1930. Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, and will be opened March 10, 1930.

For supplying the War Department with subsistence supplies at various posts throughout California from March 15 to 25, 1930. Bids are to be submitted to the Quartermaster Supply Officer, San Francisco

[continued on page 3]

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange, Telephone Davenport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

**Foreign TRADE TIPS Domestic**

Inquiries concerning these opportunities should be made to the Foreign Trade Department of the San Francisco Chamber of Commerce for foreign trade tips, and to the Domestic Trade Bureau for domestic trade tips. Call Davenport 5000. Please use list numbers.

**Foreign Trade Tips**

**18081—Typewriters.**  
 London, England. Organization is interested in learning the names of dealers in typewriters.

**18082—Representation.**  
 Roosendaal, Netherlands. Party wishes to represent exporters or producers of dried and canned fruits, saffron and sticks of licorice in the Netherlands, Belgium, and the Dutch East Indies. Also wants to represent exporter of old papers in the Dutch East Indies.

**18083—Window Glass, Brushes, Cheese, and Biscuits.**  
 Roosendaal, Netherlands. Party is offering window glass, all kinds of brushes, Dutch cheese, and Belgian biscuits.

**18084—Feathers and Rabbit Hair.**  
 Deynze, Belgium. Party is in the market for feathers and rabbit hair suitable for use in the manufacture of mattresses.

**18085—Agricultural Implements.**  
 San Francisco, Calif. French manufacturer of agricultural implements would like to get in touch with firms in San Francisco.

**18086—Reed Pipes.**  
 San Francisco, Calif. French manufacturer of reed pipes for musical instruments desires to contact local firms.

**18087—Vanilla Beans.**  
 Marseille, France. Firm wishes to make connections with importers of vanilla beans in the form of extract, powder, or whole and chopped beans.

**18088—Representation.**  
 Portland, Oregon. Firm desires to act as representative for local houses that are interested in having their products introduced into European market.

**18089—Cod Liver Oil.**  
 San Francisco, Calif. Company wishes to contact importers of cod liver oil.

**18090—Salesman.**  
 Schmidfeld, Ger. Party is anxious to secure a salesman, on a commission basis, for his hydrometers.

**18091—Representative.**  
 Milan, Italy. Society is asking for a list of active representatives for the sale of articles for bars, hotels, restaurants.

**18092—Mushrooms.**  
 Ljubljana, Jugoslavia. Company wants to find a market for its dried mushrooms in this, which it can supply in large quantities.

**18093—Representation.**  
 San Francisco, Calif. Party connected with company having headquarters in Romania and Budapest is in this country for the purpose of securing lines of radios, household goods, pharmaceutical and

medical supplies for exclusive representation in the middle European countries.

**18094—Japanese Merchandise.**  
 Kobe, Japan. Company is desirous of making connections with importers of Japanese manufactured goods.

**18095—Survey Service.**  
 Kobe, Japan. Party with experience as a surveyor for the American and other consulates offers his services to local buyers of Japanese goods. References.

**18096—Raisins.**  
 Nara, Japan. Firm is interested in importing raisins from local suppliers.

**18097—Fodders.**  
 Osaka, Japan. Company is inquiring for names of exporters of horse fodders, including hay clover, etc.

**18098—Plush Remnants.**  
 Nara, Japan. General export-import house wishes to contact manufacturers of used mohair plush remnants.

**18099—Paints.**  
 Heijo, Korea. Company is in the market for the following paints: 10 lbs. white, one bbl. black, 1 bbl. deep blue, 1 bbl. yellow, 1 bbl. red, 1 bbl. maroon color, 5 lbs. (boiler) mixture with paints.

**19000—Ice Cream Freezers.**  
 Dairen, Manchuria. Railway concern is interested in receiving catalogs and price lists from manufacturers of ice cream freezers. Local bank reference.

**19001—Malt, Hops, Lumber.**  
 Havana, Cuba. Party is desirous of purchasing malt, hops, pine, and other kinds of lumber and timber.

**19002—Representation.**  
 Guatemala, C. A. Firm wishes to act as agent, both buying and selling, to take care of legal matters, etc., for local houses.

**19003—Onions.**  
 San Juan, Porto Rico. Company wishes to act as sole agents for exporters of onions, or to handle shipments of onions on a consignment basis, or to purchase outright California onions.

**19004—Produce and Manufactured Goods.**  
 Colon, Panama. Party is anxious to communicate with exporters of beans, eggs, potatoes, apples, onions, raisins, etc. Also wants to get in touch with manufacturers of paper bags, ladies' and children's dresses and underwear.

**19005—Sardines and Prunes.**  
 New York, New York. House is in the market for California oval sardines in tomato sauce and dry prunes in cartons for direct shipment to ports in East Mexico; Tampico, Vera Cruz and Progreso.

**19006—Foodstuffs.**  
 Demerara, British Guiana. Firm is in the market for all kinds of canned foods: meats, soups, fish, milk, vegetables, etc. Also wishes to purchase butter, cheese, olive oil, etc.

**19007—General Merchandise.**  
 Demerara, British Guiana. Company wishes to purchase, on a cash basis, enamelware and porcelainware cups, mugs, rice dishes and plates, kettles, coffee pots, coffee mills, hosiery, silk piece goods, pound goods, remnants, woolen goods, cotton goods, shirts, shoes, ties, collars, felt hats, underwear, overcoats, typewriters, carbon and other office supplies, notions, drugs, canned fish and milk, bottled candy, cheese, lard, canned fruits, and syrups.

**19008—Pandanus and Bamboo Hats.**  
 Batavia, D. E. I. Exporter of pandanus and bamboo hats wishes to communicate with local importers of this commodity.

**19009—Representation.**  
 Manila, P. I. Store wants to act as representative of firms desirous of exporting to the Philippines.

**19010—Philippine Merchandise.**  
 Manila, P. I. Exporter of shell lamps for electric lights, wooden shoes for beach wear, mats and rugs, Buntal hats, embroideries, fancy canes, cigars, and preserved fruits wishes to establish connections locally.

**19011—Island Trade Goods.**  
 Lae, Ithou Gulf, New Guinea. Party wants to contact suppliers of "island trade goods" especially prints.

**Domestic Trade Tips**  
**D-3396—Representation.**  
 New York City. Converters of cotton fabrics and rayon suitable for manufacturers of ladies' underwear, ladies' and children's coats and suits, manufacturers of bedspreads and pillows, and for the casket trade, are seeking representation in this market as well as for the surrounding territory.  
**D-3397—Representation in South.**  
 New Orleans, La. Southern company desires representation in south for importers and manufacturers of commodities sold by the drug, electrical and hardware trade.  
**D-3398—Dealer.**  
 Fort Dodge, Iowa. Company desirous of securing a dealer in this city for an amplifying system, one perfected who has knowledge of radio and electrical appliances.  
**D-3399—Hardware Representation.**  
 Philadelphia, Pa. Party interested in communicating with manufacturers of hard-

**Interesting and Unusual Events**

Compiled by Information and Statistical Department  
 At the Art Galleries—  
 Courvoisier Gallery, 474 Post Street—Exhibit of etchings by Paul de Gaston. Photographs of New York skyscrapers by Sherrill Shell. Group of miniature paintings on ivory by Mrs. Walter B. Palmer.  
 East-West Gallery, 609 Sutter Street—Sculpture in coral-paintings by Emmet Kirby. Drawings by Sybil Emerson.  
 Galerie Beaux Arts, 166 Geary Street—Exhibition of paintings by Rinaldo Cuneo.  
 Gump's Gallery, 246 Post Street—Exhibit of etchings by Max Pollock.  
**February 26—**  
 2:00 P. M.—Lecture by Miss Helen Barker, "The Museum's Ivory and Jade," at M. H. de Young Memorial Museum, Golden Gate Park.  
 8:00 P. M.—Lecture by Captain Donald MacMillan, "Under Northern Lights," Wheeler Auditorium, Berkeley.  
 8:15 P. M.—London String Quartet, Scottish Rite Auditorium, Van Ness Avenue and Sutter Street.  
 8:30 P. M.—Pacific Opera Company, "La Traviata," New Capitol Theatre, Ellis Street, near Market.  
**February 27—**  
 2:15 P. M.—Play reading by Mrs. Hugh Brown, "One Hundred Years Ago," Room of the Dons, Hotel Mark Hopkins.  
 8:30 P. M.—Smallman A Capella Choir Recital, Scottish Rite Auditorium, Van Ness Avenue and Sutter Street.  
 8:30 P. M.—"Peer Gynt," San Francisco Conservatory of Music, 3435 Sacramento Street.  
 8:00 P. M.—"The Human Side of Social Welfare," by Mrs. Anna L. Saylor, Women's City Club Auditorium.  
 8:45 P. M.—Recital by pupils of Robert Anderson, Y. M. C. A., 220 Golden Gate Avenue.  
**February 28—**  
 4:00 P. M.—Young People's Symphony Concert, Wheeler Beckett conducting S. F. Symphony Orchestra, Curran Theatre.  
 8:15 P. M.—Concert under direction of Rev. Edgar Boyle, Scottish Rite Auditorium.  
 8:30 P. M.—Pacific Opera Company, "La Sonnambula," New Capitol Theatre.  
**March 1—**  
 2:30 P. M.—Dr. Aurelia Henry Reinhart, president of Mills College, "Review of Thomas Mann," Paul Elder Gallery.  
 8:30 P. M.—Pacific Opera Company, "Il Trovatore," New Capitol Theatre.  
 8:30 P. M.—An evening of German songs, The Deutscher Verein, Folk and Turk Streets.  
**March 2—**  
 2:15 P. M.—Popular concert, Alfred Hertz, conducting, Curran Theatre.  
 8:30 P. M.—Pacific Opera Company, "Lucia," New Capitol Theatre.  
**March 3—**  
 8:15 P. M.—Pro-Arte Quartet Concert, Mills College.  
**March 4—**  
 8:30 P. M.—Pacific Opera Company, "The Masked Ball," New Capitol Theatre.  
 8:30 P. M.—Pro-Arte String Quartet of Brussels, Auditorium Theatre, Oakland.  
 Pipe organ recitals by Uda Waldrop every Wednesday, Saturday and Sunday, 3:00 P. M. to 3:45 P. M., California Palace of the Legion of Honor in Lincoln Park (open to the public).

ware or kindred lines who might require the services of a representative in Philadelphia.  
**D-3400—Outlet for Hardware and Automotive Accessories.**  
 Spokane, Wash. Party who has established connections with all the larger accounts in the territory of Washington desires to secure side line for that territory.  
**D-3401—Local Representative.**  
 New York City. Advertising firm desirous to contact with advertising man or a small agency to secure as local representative.  
**D-3402—Agency.**  
 Helena, Mont. Party willing to take charge of a branch office or agency not requiring too great technical knowledge, interested in communicating with firm desiring agency in Montana.  
**D-3403—Manufacturers' Agent for Washing Machines.**  
 Detroit, Mich. Eastern concern interested in securing manufacturers agents that would be interested in handling industrial washing machines andovens in San Francisco's territory.  
**D-3404—Representative for Vibrating Chairs.**  
 Chicago, Ill. Exclusive representative in San Francisco for vibrating chairs with sufficient means to purchase merchandise outright is desired by Chicago firm.  
**D-3405—Sales Engineer.**  
 Cincinnati, Ohio. Engineering firm desires sales engineer who would be interested in selling their line of electric brakes on a commission basis.  
**D-3406—State Agent.**  
 Los Angeles, Calif. Firm seeking state agent for stand for electric irons, to be marketed for the first time in northern California and to be sold direct to consumer.  
 [continued on page 3]

# LEADS for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified.

## DOMESTIC TRADE BUREAU OF THE INDUSTRIAL DEPARTMENT

**Accountant** — Ivan Swigard public, 690 Market.

**Advertising** — Wm. H. Bannin Co., 507 Montgomery to 620 Market.

**Apartments** — Clay Jones apartments, 1250 Jones.

**Attorneys** — Irving Phillip Barnett, 111 Sutter; Douglas Brookman, 582 Market to 351 California; Evans & Bruce patent, 620 Market; Joel D. Rosenblum, 235 Montgomery; Helen & Marrin, 351 California.

**Auto Wrecking** — H. Sipple, 16 to 425 Valencia.

**Baths** — S & S Russian Baths, 200 Silver.

**Bottlers' Supplies** — Chicago Specialty Co., 528 Washington to 724 Montgomery.

**Butcher** — Walter G. Creyer, 680 to 1530 Howard.

**Carpenter** — K. A. Vlahakis, 75 Valencia.

**Cleaners** — American Cleaners, 1100 Hyde.

**Cloaks and Suits** — Ransohoff's, 225 to 259 Post.

**Coal** — Richmond Coal Co., 3903 Geary.

**Compressors** — Curtis Compressor Co. (air), 829 Folsom to 310 1/2th.

**Concrete** — Mission Concrete Co., Bellarie Building Ltd., Green and Leavenworth.

**Confectioners' Supplies** — Sunset Sales Co., 57 Post.

**Confectionery** — Marie J. Cameron, 512 Presidio.

**Contractors** — Chas. A. Langhais (electrical), 472 Tehama; Rogan & Co., 1 Montgomery.

**Costume Slips** — Victor Brown Co., 833 Market.

**Credit Bureau** — California Credit Service Co., 785 Market.

**Dental Supplies** — Jas. W. Edwards Co., 323 Geary to 150 Sutter.

**Dentists** — Drs. Leeland and Geo. W. Leek, 973 Market to 450 Sutter; Dr. J. Claude Perry, 323 Geary to 450 Sutter.

**Draying** — F. J. Lankeau, 528 Washington to 724 Montgomery.

**Dresses** — Marie's Dress Shop, 1067-A Market to 250 O'Farrell; Pearl Artic Saus (inf.), 2228 Lombard; Zukor's Dress Shop, 923 Market.

**Dressmakers' Supplies** — Philadelphia E-Z-Fit Dress Form Co., 1321 Fulton to 516 Hayes.

**Eggs** — Wm. N. Patterson (certified), 106 Clay.

**Electrical** — Northwestern Electric Co., 9 Main to 112 Market; Peerless Electric Works, 1275 Mission to 156 9/10th.

**Engineer** — Clarence H. Bazille, 251 Kearny.

**Engines** — Climax Engineering Co. (gasoline), 829 Folsom to 310 1/2th; Gushman Engine Co., 829 Folsom to 310 1/2th; Universal Gas Engine Co., 829 Folsom to 310 1/2th.

**Engraving** — A. G. Ios & Co., 41 to 39 Lick Place.

**Filters** — Reed Air Filter Co., Inc., 61 Fremont to 681 Market.

**Finance** — Medico-Dental

Finance Corp., 235 Montgomery to 150 Sutter.

**Fish** — Fillmore St. Fish Market, 2236 Fillmore to 1175 Market.

**Fishing Supplies** — MacLoss (trout flies), 338 Clay.

**Fixtures** — Thomas Day & Co. (lighting), 725 Mission to 51 Shipley.

**Florists** — Suzanne Floral Co., 152 to 16 Taylor.

**Food Products** — Associated Food Distributors, 2211 Bryant.

**Fur Goods** — Model Fur Shop, 561 to 604 Geary.

**Furniture** — Columbia Furniture Co., 755 McAllister; Reliance Trading Co., 2811 Mission; Steel Furniture Mfg. Co., 260 California to 116 New Montgomery.

**Furniture Repairing** — Antique Furniture Repair Shop, 2221 Union.

**Garages** — Cabin Garage No. 2, 4520 San Bruno Ave.; Leonard J. Hanson, 545 Pine; Stadium Garage, 522 Frederick.

**Gift Shop** — Chinese Presbyterian Gift Shop, 920 Sacramento.

**Gloves** — Edgar S. Lewis, 89 Battery to 712 Market.

**Grocers** — Allen & Dradi, 2800 17th; J. Manescu, 391 Holloway; Piggally Wigley Store, 1126 Park.

**Hats** — David Lipson, 1650 Fillmore; Triest & Co. (mfrs.), 731 to 1505 Mission.

**Hosiery** — W. A. Martin, Jr., 116 New Montgomery.

**Hotel** — Shanghai Hotel & Apartments, 545 Grant Ave.

**Importers** — Der Ling Importing Co., 426 Powell to 533 Sutter.

**Insurance** — American Indemnity Co., Mullin Acton Co. (auto), 111 to 231 Sansome; Camden Fire Insurance Assn., Mullin Acton Co. (auto), 332 Pine to 231 Sansome; A. B. Candlin Co., 114 Sansome; Detroit Fire & Marine Insurance Co., Mullin Acton Co., 111 to 231 Sansome; DuBuque Fire & Marine Insurance Co., Clarence de Veuve, 111 Sansome to 433 California; Eastern Underwriters, Mullin Acton Co., 111 to 231 Sansome; Federal Union Insurance Co., Mullin Acton Co., 111 to 231 Sansome; General Fire Assurance Co., Mullin Acton Co., 111 to 231 Sansome; Hamilton Fire Insurance Co., Mullin Acton Co., 114 to 231 Sansome; Mercantile Fire & Marine Underwriters, 315 Montgomery; Merchants Fire Insurance Co. of Denver (Clarence de Veuve), 114 Sansome to 433 California; Mullin Acton Co., 111 to 231 Sansome; New Brunswick Fire Insurance Co., Mullin Acton Co., 111 to 231 Sansome; New Haven Underwriters, Mullin Acton Co., 111 to 231 Sansome; Prudential Casualty & Surety Co., Clarence de Veuve, 433 California; Sandahl & Pierson Ltd., 315 Montgomery; United American Fire Insurance Co., Clarence de Veuve, 433 California; Washington Underwriters,

Mullin Acton Co., 111 to 231 Sansome.

**Investments** — Callisto Investment Corp., Alexander Bldg. to 26 O'Farrell; Farm Land Investment Co., 9 Main to 112 Market; A. Gordon Nicolson, 155 Sansome; William J. Wilson Investment Co., 2210 Montgomery.

**Ladies' Apparel** — Lewis & Rush, 154 Sutter.

**Leather** — R. F. Stafford, 957 Fillmore.

**Leather** — Holke's Leather Shop, 1003 Market.

**Library** — Black Sea-Gull Library, 907 to 951 Clement.

**Lumber** — Ben Byrnes (wholesale), 24 California.

**Machinery** — Coast Machinery Corp., 829 Folsom to 310 1/2th; T. L. Smith Co., 829 Folsom to 310 4th.

**Mfrs.' Agents** — Wiebusch & Hilger Ltd., 461 Market to 7 Front.

**Markets** — Cliff Market, 501 Geary; Farmer's Produce Cash Market, 71 8th.

**Meats** — New San Francisco Meat Market, 2669 Mission; Wunsche's Quality Meat Market, 1251 3d Ave.

**Millinery** — H. P. Brittain, 49 1/2th to 833 Market; Mission Millinery Co., 2788 Mission; Zobel's Millinery, 23 Grant Ave. to 124 Geary.

**Modiste** — May B. Gordon, 657 Sutter.

**Notary Public** — Lester Ball, 948 to 953 Market.

**Novelties** — Jilly Novelty Mfg. Co., 513-523 Folsom.

**Office Supplies** — Campbell Bros., 111 Sutter.

**Oil** — Economy By-Products Co. (waste), 55 Sacramento; Gilmore Oil Co. Ltd., 3d and 18th; A. Rothenberg & Co. (olive), 210 Post to 481 Pacific.

**Packers** — General Fruit Packing Corp., 185 California to 780 Bryant.

**Patterns** — American Fashion Co., Style Magazine & Patterns (style), 560 Mission to 760 Market; Fashionable Dress Pattern Co., 113 New Montgomery; Mitchell Fashion Co., Style Magazine & Patterns (style), 760 Market; Simplicity Patterns Co., 113 Montgomery; Style Magazine & Patterns, 760 Market.

**Pencils** — Great American Pencil Works, 41 to 39 Lick Place.

**Physicians** — Dr. S. N. Barrybor, 516 Sutter to 870 Market; Dr. Val C. Holmer, 909 Hyde to 450 Sutter; Dr. A. H. McNulty, 91 Geary to 86 Post.

**Piano Repairing** — M. Fedorff, 1752 O'Farrell.

**Pipe Valves and Fittings** — Petroleum Equipment Co., 17th and Connecticut.

**Plumbing** — Wm. H. Kelly, 1152 Irving; Geo. E. Rose & Co., 167 to 161 Hayes.

**Potatoes** — Frederick H. Rindge, 201 Drumm.

**Printing** — Down Town Press, 41 to 39 Lick Place; Geneva Press, 5125 Mission; E. E. Stone Press, 7 4th to 10 4th.

**Printing Devices** — Automatic Printing Devices Co., 513 Howard to 121 2d.

**Produce** — B. Mirabito & Co. (wholesale), 119 to 127 Front; Mission Provision Co., 2131 Mission.

**Publishers** — Financial Publishing Co., 39 Lick Place.

**Pumps** — Gilbert & Barker Mfg. Co., 76 Bryant to 495 Beale.

**Radio** — Kolster-Brandes Agency, 5125 Mission; Lyrie & Rola Agency, 5125 Mission; Patterson Radio Co., 1543 to 1549 Market; Radio Service Co., 1336 Grove; Sparton Sales & Service Station, 5125 Mission; Victor Radio Service, Eureka Radio Service, 119 Castro.

**Ranges** — Western Range Co., 849 to 972 Mission.

**Real Estate** — Dodge Land Co., 9 Main to 112 Market; Chester R. Macphee, 25 Sutter to 1068 Valencia; Reliance Realty Co., 226 Kearny; James W. Warner, 366 Bush.

**Restaurants** — Bernal Boosters Restaurant, 431 Cortland; Chestnut Lunch, 2275 Chestnut; Classy Coffee Shop, 1116 Fillmore; Flor De Mayo Restaurant, 693 Folsom, Harrison Lunch, 1399 Harrison; Ideal Coffee Shop, 4611 Geary; Klondike Sandwich Shop, 55 3d; Marigold Lunch, 5024 Geary; Marina Way Tea Room Cafe, 3254 Pierce; Mason Lunch, 321 Mason; Triangle Lunch Counter, 3292 2d.

**Rope** — Hazard Wire Rope Co., American Chain Co., 151 Main to 425 2d.

**Rulers** — Celia & Slusakoff (paper), 253 Minna.

**Salvage** — M. Steinberg, 217 Spear to 739 Folsom.

**Schools** — California School of Design, 528 Powell; Mission School of Music, 2843 to 2832 Mission.

**Screw Drivers** — Fiddle Seavo, 117 Pacific.

**Securities** — Martin M. Hartmann, 315 to 1 Montgomery.

**Shirts** — Barney's Shirt Shop, 461 Market.

**Signs** — Adeo Sign Studio, 681 Ellis.

**Sprinklers** — National Lawn Sprinkler Corp., 161 Market.

**Stationery** — F. C. Allen, 39 Lick Place; Western Wholesale Stationers Ltd., 580 Market.

**Studio** — Fredrik E. Blikerfelt, 26 O'Farrell to 102 McAllister.

**Tailor** — I. Davis (ladies), 225 Taylor to 154 O'Farrell.

**Tens and Spices** — McCordick & Co., 112 Market.

**Tires** — Pennsylvania Tire Distributors, 167 Hayes.

**Trucks** — Beliance Trailer & Truck Co., Inc., 1611 Howard to 2765 16th.

**Upholstering** — Moth Proof Upholstering Co., 151 7th; S. L. Schary, 80 Golden Gate Ave.

**Water** — Pure Deep Spring Water Co., 229 Chara.

**Wood and Coal** — B. B. Dallas, 166 to 281 Valencia.

protection for exporters, because it enables the Consul General to check documents carefully and correct errors, and so avoid any trouble at the Custom Houses in Honduras.

**Specifications Available** [continued from page 1] General Depot, Fort Mason, San Francisco, and will be opened March 6, 1930.

For supplying the War Department with water pipe, cast iron reducer, and a V branch, to be delivered at the earliest practicable date at Manila, P. I. Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, and will be opened March 10, 1930.

For supplying the War Department with subsistence supplies to be delivered at various posts throughout California during the month of April, 1930. Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, California, and will be opened March 3, 1930.

For supplying the War Department with hammer lap-welded pipe to be delivered to Rio Vista, California. Bids are to be submitted to the U. S. Engineer Office, California Fruit Bldg., Sacramento, and will be opened March 4, 1930.

For supplying the War Department with leather belting, cup leathers, boat spikes, flints, rivets, wire brads, stove bolts, set screws, brass screws, lag screws, nuts, and cotter pins to be delivered to Rio Vista three days after award. Bids are to be submitted to the U. S. Engineer Office, California Fruit Bldg., Sacramento, and will be opened March 4, 1930.

**REVENUE FREIGHT**

Loading of revenue freight the week ended February 1 totaled 898,894 cars, according to the car service division of the American Railway Association. This was an increase of 26,273 cars above the preceding week this year but a reduction of 48,260 cars under the same week in 1929 and a reduction of 27,568 cars under the same week of 1928.

**Domestic Trade Tips** [continued from page 2] D-3407—Representation in Philadelphia.

Philadelphia, Penn. Firm in Philadelphia is seeking to communicate with a manufacturer in San Francisco who desires representation with the object in view of marketing their goods for them in the East.

D-3408—Manufacturers' Agent. Cleveland, Ohio. Ozon machine manufacturers anxious to secure manufacturer's agent in San Francisco who deals in electric goods, to market their products.

D-3409—Commission Salesmen. Freeport, Ill. Concern desires high grade commission salesmen or distributors who can sell their product to the jobbing trade on the Pacific Coast, their line consists of domestic and janitor mop sicks, camp stools, juvenile golf sets and brushes.

**SPECIAL NOTICE**

The Consul General of Honduras, Dr. J. A. Membruno, has informed the Foreign Trade Department that he requires the presentation of all shipping documents for legalization at least 24 hours before the sailing of the steamer. This is a

Reproduction of a Direct Mail Advertisement Sent Eastern Manufacturers

# Industries GROW with San Francisco the Center of the Western States



New plant of Simon Mattress Mfg. Co.  
Licencees San-O-tuf and Nachman springfilled mattress factory.

## Growing Market Area

Almost unlimited are the possibilities for progressive industries to develop new business from San Francisco plants. Typical concerns benefiting from such opportunities are the Simon Mattress Manufacturing Company and the Link-Belt Co.—Pacific Division.

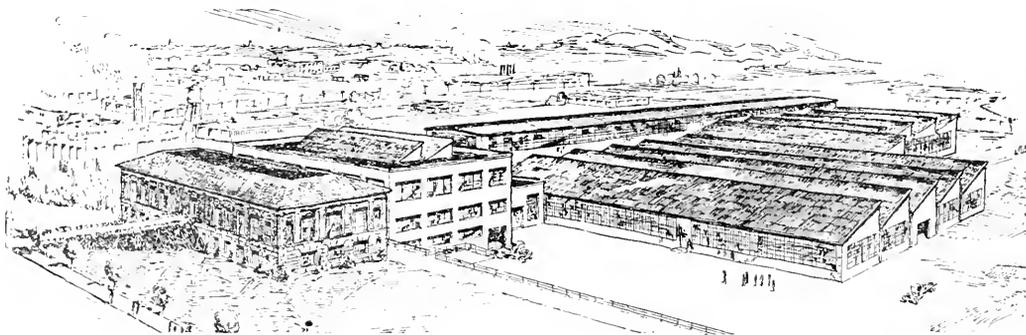
Through successive developments since 1906 the Simon concern has expanded from an eight employee business to a new quarter million dollar plant, employing 175 people.

Purchasing the former Meese & Gottfried plant, which started on a similarly small scale, the Link-Belt Co. has so increased its business from San Francisco that a new million dollar factory became necessary.

Growing markets have required local firms to make increased capital investments in 1929 which will provide for an increase of \$10,300,000 annually in San Francisco's industrial output. New industries established last year will manufacture an additional \$13,800,000 worth of products.

Increased demands have caused these firms to grow. They have found an opportunity which it will pay you to investigate. May we assist you?

**INDUSTRIAL DEPARTMENT**  
**San Francisco Chamber of Commerce**



New million dollar factory of the Link-Belt Co.—  
Pacific Division makers of conveying equipment

# Chamber Intervenes for Proposed Inter-City Motor Freight Service

**Board O. K.'s Yacht Harbor Improvem'ts**  
*Increased Berths for Pleasure Boats Will Aid Industry*

**T**HE Board of Directors of the Chamber of Commerce has approved the recommendation of the Chamber's Industrial Committee that the Board of Supervisors be urged to include in its budget for the coming fiscal year an adequate sum of money to provide for increased berths for pleasure boats either at the yacht harbor or at some other feasible site. The Committee's recommendations pointed out:

1. That the boat building industry in San Francisco is increasing and destined to become of major importance provided that berthing facilities can be developed on the bay for the crafts of pleasure boat purchasers.
2. That San Francisco Bay provides a natural setting for pleasure boating which would lend color and tourist attraction to the city.
3. That net profits on rental of berths at the yacht harbor last year amounted to \$8000.
4. That the addition of 1000 berths at a rental of \$7.50 per month would return \$7500 a month to the city or \$90,000 a year.
5. At the present time 167 boat owners and prospective boat owners are in the waiting line for berths at the yacht harbor.
6. That the boat manufacturers and distributors of San Francisco feel that the development of their industry will be smothered unless steps are taken immediately to provide berth facilities for their products.

It was announced that through the efforts of the Chamber of Commerce the Second Annual Pacific Coast Boat Show to be held here next

**U. S. TRADE COMMISSIONER TO ADDRESS FOREIGN TRADE CLUB**  
Mr. Spencer B. Greene, United States Trade Commissioner to South America, will be the guest speaker at the weekly luncheon meeting of the Foreign Trade Club of the Chamber of Commerce, on Monday, March 10. The luncheon, as usual will be in the California Room of the Commercial Club. Mr. Greene's subject will be, "High Lights of Pacific Coast Trade with South America." He has been in commercial development work for twenty years and has specialized on the market in South America for Pacific Coast products. President George S. Williams will preside.

## Prompt Action Urged in Mailing Census Schedules

**T**HE first corps of industrial census enumerators will soon start their long campaign to ascertain as accurately as possible what California manufacturers and distributors are doing, and gather in all facts relative to manufacturing plants of all descriptions and just how the products of the plants are disposed of, according to John W. Curry, chief field agent for northern California, who is in charge of the census of manufactures and distribution.

"Our enumerators will be ready for the big job within a day or two, and we hope to make good progress until all essential information pertaining to the products manufactured in northern California has been recorded. We are also going after all distribution data. Once recorded, this information will be of great value to the manufacturer and the distributor.

"The schedules to be filled in by the manufacturers and distributors, were mailed from the general Census Bureau in Washington. Recipients of these schedules should fill them in immediately and send them to our San Francisco office, Fourth Floor, Civic Auditorium Building, to be checked.

"While we are receiving filled-in schedules daily, we know that many of the recipients, either through procrastination or carelessness have failed to act. I appeal to this class to act promptly. They should fill in the schedules. Where there is any doubt in their minds regarding the questions and answers, we

shall be pleased to ease their minds. Those who through carelessness have either mislaid or destroyed the schedules sent from Washington may receive new schedules by applying to us.

"Those persons who fail to mail in their schedules will be visited by enumerators. The enumerator will ask the questions direct and under the law must have a direct answer. There is no need for any manufacturer or distributor refusing to answer the questions. His answers will be held sacred by the Census officials. There is no chance of the income tax collector, the municipal or state tax collector, any of his friends, competitors, or any one else outside of the Census Bureau, ever seeing his answers.

"We accumulate data from individuals and individual firms for the purpose of arriving at totals. It is the total in each community that counts.

"I call attention to the statement printed at the top of each schedule. It reads as follows: "Under the law, now one not a sworn employee of the Bureau of Census will be permitted to examine your report, and no information can or will be given out by the Bureau of the Census to any person outside that Bureau, whether in Government or in private life, which would disclose, exactly or approximately, any of the facts or figures in your report."

"I believe that when the manufacturers and distributors realize that the entire transaction is confidential, they will give us their hearty cooperation," concluded Curry.

## Extension of Transportation Facilities in Northern and Central California Endorsed

**T**HE San Francisco Chamber of Commerce intervened Tuesday before the State Railroad Commission on behalf of a proposed new automobile freight service by Valley Motor Lines between San Francisco, Manteca, Oakland and Fresno. Hal M. Remington, assistant manager of the Transportation Department of the Chamber, was instructed by the Chamber's Executive Committee to appear before the Commission to show necessity for the service and its value and convenience to receivers and shippers of freight in San Francisco.

The Executive Committee of the Chamber acted upon the recommendation made by the Transportation Committee of which J. W. Mailliard, Jr., is chairman, and before which representatives of the Southern Pacific and Santa Fe railroads appeared in opposition.

In announcing the Chamber's support of the extension of freight motor transportation facilities between San Francisco and other points in central and northern California, President Newhall of the Chamber said:

"The Chamber is eager to develop closer and faster transportation facilities between San Francisco and cities within its natural trade territory whatever the means and where need for increased convenience exists."

## Junior Chamber Enlists Aid In Drive for Fire Prevention

**T**HE Junior Chamber of Commerce on Tuesday brought the influence of local and visiting fire chiefs to the support of the campaign for a new fire ordinance for San Francisco at a luncheon held in the Commercial Club at which Chief Brennan of the San Francisco Fire Department, Supervisor Peyser of the Fire Committee of the Board of Supervisors, State Fire Marshal Stephens, and other fire experts who are attending the three-day session of the Fire College here, were guests. The Junior Chamber's new fire ordinance is the handiwork of experts who have studied the problem for more than a year and gives the San Francisco Fire Prevention Bureau power to enforce fire regulations and orders resulting from inspections.

"We consider our efforts to write a new fire prevention ordinance into the city ordinances, one of the most important activities which has claimed the attention of the Junior Chamber of Commerce since its inception," said Arthur M. Brown, president of the Junior Chamber. "It concerns itself with the personal safety of each citizen and better protection of the lives and properties of all."

San Francisco, Calif.  
Civic Center,  
Public Library

# SAN FRANCISCO BUSINESS

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange, Telephone Davenport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

## Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Foreign Trade Department of the San Francisco Chamber of Commerce for foreign trade tips, and to the Domestic Trade Bureau for domestic trade tips. Call Davenport 5000. Please use list numbers.

### Foreign Trade Tips

#### 19012—Representation.

Sacramento, Calif. Party who is going to England for an indefinite stay is interested in taking care of the interests of an import-export house.

#### 19013—Cocoa and Bonbons.

San Francisco, Calif. Party in the Netherlands wishes connections with importers of cocoa in bulk, cocoa blocks, and chocolate bonbons.

#### 19014—Representation.

Berlin, Germany. Business man is anxious to make a connection with a local firm for the purpose of handling its line.

#### 19015—Paprika and Medicinal Herbs.

Vienna, Austria. Party wishes to contact importers of Hungarian paprika and East European medicinal herbs.

#### 19016—Agency.

San Francisco, Calif. American with many years experience in Japan and China is returning to the Orient and is desirous of handling lines for local manufacturers. He will undertake reports or commissions.

#### 19017—Representation for China.

San Francisco, Calif. Swiss who speaks English, French, German and Spanish, and who has had experience in foreign trade, wishes to represent a manufacturer of mechanical goods on a commission basis.

#### 19018—Drugs and Drug Sundries.

Seoul, Korea. Company supplying hospitals, institutions, and retail drug stores wants to make a permanent connection with a wholesale drug house able to supply them with a general line. References on file.

#### 19019—Scrap Rubber.

Chicago, Ill. Company making a rubber product has certain scrap rubber suitable for export to China and Japan and wishes to make connections with exporters of this commodity.

#### 19020—Water Flowers.

Alliance, Ohio. Party wants to communicate with importers of Japanese water flowers.

#### 19021—Cotton Roofing Rags.

Yokohama, Japan. Firm desires to make a connection with an importer of cotton roofing rags.

#### 19022—Wood Fibre.

Kansas City, Mo. Party wants to buy wood fibre for making artificial flowers.

#### 19023—Floor and Wall Tile.

Dallas, Texas. Party is inquiring for the name of a firm or individual importing Japanese floor and wall tile.

#### 19024—Japanese Merchandise.

Kobe, Japan. Company wishes to establish connections with importers of all kinds of Japanese goods. List of principal articles of export is on file.

19025—Lily Bulbs.

San Francisco, Calif. Firm whose head office in Japan is the sole exporter of the products of the association of lily bulb growers wishes to make local connections.

#### 19026—Fire Screens, Etc.

Jackson, Miss. Firm wants to communicate with importers handling Japanese fire screens, etc.

#### 19027—Perilla Oil.

New York, N. Y. Company is in a position to supply perilla oil for direct import from the Orient and wishes to contact importers of this commodity.

#### 19028—Indian Pottery and Blankets.

Tlaquepaque, Jalisco, Mexico. Party wants to contact curio dealers interested in handling

Aztec art Indian pottery and Mexican fancy blankets called Zapapas.

#### 19029—Agricultural Implements, Machinery, Canned Goods.

Sao Paulo, Brazil. Import-export company is desirous of communicating with exporters of agricultural implements, dairy machines, canned goods of all sorts, distilling plants for rice, beans, etc., colors and varnishes. Sao Paulo references.

#### 19030—Prunes.

New York, N. Y. New York firm is seeking a connection for its agent in Buenos Aires. The agent wishes to represent a packer of California prunes, and, if possible, to make arrangements to have them put up in tins, French style.

[continued on page 4]

## 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 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. 10805, wire fence post fittings or fixtures in mixed carloads with iron or steel fence posts, westbound; 10806, notice to be published march 1; 10807, brushes, LCL, westbound; 10808, caumed goods, CL, eastbound, to North Dakota and Minnesota points; 10809, set-up paper boxes, CL, westbound, minimum weight; 10810, petroleum lubricating oils and greases, CL, westbound; 10811, asbestos brake blocks, LCL and CL, eastbound; 10812, agar-agar, in paper bags, LCL and CL, eastbound; 10813, sugar, CL, eastbound, to East Troy and Merton, Wis.; 10814, doers and other millwork in mixed carloads with veneer or veneering and built-up or combined wood, westbound; 10815, grading or road-making implements, etc., in mixed carloads with machinery, machines, etc., eastbound; 10816, cantaloupes, CL, eastbound; 10817, bakery goods, edible dishes and ice cream cones, LCL and CL, westbound; 10818, milk bottle carrying cases or crates, with partitions, wood and metal combined, completely K.P.D., CL, westbound; 10819, brake testers, brake liners,

drum truing machines, headlight testers and wheel alignment indicators in mixed carloads with garage equipment, westbound; 10820, bowling alley score tables (consisting of a heavy cast iron base on which the frame is placed for the score sheet), LCL and in mixed CL, with bowling alley outfits, westbound; 10821, rosin, CL, westbound; 10822, cotton caps or hats (part of cotton masquerade and hospital outfit), LCL and CL, westbound; 10823, "Tree Seal" (emulsified asphalt), LCL and CL, eastbound; 10824, garage door controls, LCL and CL, westbound; 10825, cereal beverages, CL, westbound, transit; 10826, steel stools having wooden top and steel step with wooden tread, folded, packed in cartons, CL, eastbound; 10827, tile (facing or flooring), concrete or earthen (encaustic or plain), glazed or unglazed, CL, westbound; 10713 (amended), lumber and other forest products, North Coast to A. T. & S. F. Ivy stations in New Mexico, CL, eastbound; 10725 (amended), lumber and other forest products, Pacific Coast to stations on Ouachita & Northwestern R. R., CL, eastbound; 10791 (2nd amended), blocking, bracing and tilting of automobiles at lake ports.

[continued on page 4]

### Remember "Chest"

Feb. 24 to March 7

Let's Make It Unanimous!

## Interesting and Unusual Events In San Francisco and Vicinity

Compiled by Information and Statistical Department



### At the Art Galleries:

Courvoisier Gallery, 471 Post Street—Photographs of New York skyscrapers by Sherif Shelli.

Paul Elder Gallery, 239 Post Street—Joint exhibit of paintings, etchings, and block prints by Jessie Arms Botke and Cornelis Botke.

Galerie Beaux Arts, 166 Geary Street—Exhibit of Sketches by Miriam Gerstle.

East-West Gallery, 609 Sutter Street—Sculpture in coral and wood by Emmet Kirby. Photographic studies depicting "The Drama of Steel."

Gump's, 246 Post Street—An exhibit of etchings by Max Pollock (to March 8). Paintings by R. Macaulay Stevenson (March 10 to 22).

Del Monte Art Gallery, Del Monte—Marine paintings by James Fitzgerald.

Oakland Art Gallery, Oakland—An exhibit of paintings. Casa de Manana Gallery, 2816 Telegraph Avenue, Berkeley—Exhibit of oils and water colors by Forrest Lee Brissey.

Stanford Art Gallery—Exhibit of oil paintings by Alma Glasgow White.

### March 5—

2:00 P. M.—Lecture by Miss Helen Gordon Barker, "The Museum's Collection of Sword Guards and Crests," Oriental Gallery, M. H. de Young Museum, Golden Gate Park.

8:15 P. M.—Pacific Opera Company presents "Barber of Seville," New Capitol Theatre.

### March 6—

10:15 A. M.—San Francisco Musical Club, Community Playhouse, Western Women's Club.

8:00 P. M.—Lecture by Ernest C. Hueter, "A Wanderer in India and Ceylon, with motion pictures, Women's City Club Auditorium.

8:15 P. M.—Ernest Bacon, composer-pianist, and Evelina Silva, soprano, Community Playhouse.

8:15 P. M.—Stradivarius Quartet, Mills College.

### March 7—

3:00 P. M.—Michel Penha, cello-soloist, S. F. Symphony Orchestra, Curran Theatre.

8:20 P. M.—Sigrid Onegin, contralto, Dreamland Auditorium.

8:15 P. M.—Pacific Opera Company presents "Rigoletto," New Capitol Theatre.

8:15 P. M.—Concerto Recital, Arrillaga Musical College.

### March 9—

2:15 P. M.—Michel Penha, cello-soloist, S. F. Symphony Orchestra, Curran Theatre.

8:15 P. M.—Pacific Opera Company presents "Cavalleria Rusticana" and "Pagliacci," New Capitol Theatre.

### March 10—

Exhibit of paintings by modern masters, Galerie Beaux Arts, 166 Geary Street.

### March 11—

8:15 P. M.—E. H. Sothern, dramatic entertainment, Scottish Rite Hall.

### March 12—

8:15 P. M.—Kedroff Quartet, Scottish Rite Hall.

2:00 P. M.—Lecture by Miss Helen Gordon Barker at the M. H. de Young Museum, Golden Gate Park. Subject: "Symbolism in Oriental Art."

Pipe organ recitals by Uda Waldrop every Wednesday, Saturday and Sunday, 3:00 to 3:15 P. M., California Palace of the Legion of Honor in Lincoln Park (open to the public).

Band concert in Golden Gate Park every Sunday, 2:00 P. M.—band stand.

### PERMANENT ART GALLERIES

Beaux Arts Gallery	- - -	166 Geary St.
East-West Gallery	- - -	609 Sutter St.
de Young Museum	- - -	Golden Gate Park
Courvoisier Gallery	- - -	474 Post St.
Gump Galleries	- - -	246 Post St.
Palace of the Legion of Honor	- - -	Lincoln Park
Paul Elder Gallery	- - -	239 Post St.
Valdespino Gallery	- - -	345 O'Farrell St.
Vickery, Atkins & Torrey	- - -	550 Stockton St.
Worden Art Gallery	- - -	312 Sutter St.
Workshop Gallery	- - -	536 Washington St.
Schwabacher-Frey Gallery	- - -	735 Market St.

# LEADS for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified.

## DOMESTIC TRADE BUREAU OF THE INDUSTRIAL DEPARTMENT

**Accordions** — G. Galleazzi & Sons (mfg.), 478 Jackson.  
**Adjuster** — W. C. Nicoll, 201 Insome to 369 Pine.  
**Advertising** — Unique Advertising Service Co., 821 Mar-  
 et.  
**Appraisers** — James G. Stafford & Associates Inc., 220 to 15 Montgomery.  
**Art Needle Work** — N. P. Iulson (wholesale), 552 Mission.  
**Artists** — J. C. Carroll (commercial), 681 Market; B. F. Dillon (commercial), 583 Market; H. E. Omstedt (commercial), 580 Market; Geo. M. Rasbe (commercial), 617 Montgomery; Gordon E. Smith (commercial), 55 New Montgomery.  
**Associations** — Catholic Laymen's Retreat Assn., 681 to 605 Market; Home Builders' Association, 100 to 176 Sutter.  
**Attorneys** — Carey & Gornick, 625 Market; Wm. J. DeMartini, 405 Montgomery to 251 California; E. B. Harrington, 48 Market; W. Melville Hollen, 430 to 433 California; Edwin C. Jamison, 1095 Market; Bradford M. Melvin, 405 Montgomery to 351 California; J. J. Posner, 564 Market; A. Schapiro, 760 Market; Ward Sullivan, 405 Montgomery to 151 California.  
**Auto Equipment** — New England Auto Products Corp., 439 Larkin.  
**Auto Repairing** — O. J. Webb, 2500 Market.  
**Auto Trimming** — Joseph Manegold, 1300 Post to 1630 Franklin.  
**Automotive** — Seals Auto Sales, 355 Valencia.  
**Bakers' Specialties** — Bake-supply Corp., 65 to 63 Clay; Berwick Food Products Co., 2925 16th to 3741 Geary.  
**Bakeries** — Aunt Jane's Bakery, 1773 Fulton; Golden State Bakery, 1840 Polk.  
**Batteries** — General Battery & Electric Co., 1303 Fulton and 1004 Divisadero; Gold Seal Battery Co., 250 Fremont to 18th and Potrero; W. D. Parcell, 1461 to 1444 Pine.  
**Beauty Parlors** — Colonial Beauty Salon, 241 Turk to 226 Jones; Jane Permanent Wave & Beauty Shoppe, 935 Market; Marina Beauty Salon, 1794 to 1801 Union; Mrs. Fannie Salo, 1985 Mission; The Thomas', 821 Market.  
**Beverages** — Charles E. Hires Co. (root beer), 49 Main to 200 Davis; A. Lodwick, 457 Hyde; Z. Nuti, 609 Washington.  
**Bicycles** — Merry Co., Ltd., 250 Fremont to 18th and Potrero.  
**Bonds** — Italian Bond & Share Corp., 254 Montgomery.  
**Boxes** — Mercantile Box Co., 1515 3d to 2600 Taylor.  
**Brakes** — Bendix Brake Agency, 895 O'Farrell.  
**Brokers** — A. Buja & Co. (custom), 510 Battery; Louis L. Krause (merchandise), 31 Sacramento.  
**Brushes** — Wire Brush Co. (steel wire), 650 to 648 Howard.

**Building Material** — M. E. Hammond, 821 to 557 Market.  
**Carbon Paper** — Multi Kopy Carbon Paper Distributor, 593 Market.  
**Carburetors** — Sehebler Carburetor Distributor, 33 Dolores to 116 Van Ness Ave.  
**Carpenter** — E. J. Quistad, 3041 22d.  
**Chemicals** — C. F. Richards, 754 Folsom.  
**Chimneys** — Ace Chimney Service, 689 Ellis.  
**Cigars** — J. A. Cashman, 1201 to 1701 Fillmore.  
**Cleaners** — Polk-Clay Cleaners, 1701 Clay; J. Thomas, 1305 to 1347 Church.  
**Clocks** — Chicago Night Watchman's Clock Works, 650 to 648 Howard; Electric Clock Corp. of America, 1063 Howard.  
**Clothing** — Justia Apparel Shops, 88 1st.  
**Coffee** — Mannings, Inc., 2584 Mission.  
**Decalcomanias** — Meyerecord Co., 112 to 525 Market.  
**Dental Supplies** — Harry L. Doering, 240 Stockton to 450 Sutter.  
**Dentists** — Dr. Chas. E. Barker, 450 Sutter; Dr. John J. Dennis, 3446 3d to 4902 3d; Dr. Joseph Shapiro, 516 Sutter; Dr. Arthur R. Wienholz, 4111 18th to 25 Taylor.  
**Designer** — P. H. McDonough, 251 Post.  
**Doors** — Norton Door Closer Co., 265 Minna to 667 Howard.  
**Dresses** — Betty's Shoppe, 198 O'Farrell; Lorraine Shoppe, 749 Clement; Mmc. Zena, 3224 Scott.  
**Dressmaker** — Ruth Bridges, 406 Sutter; J. A. Cuaresma, 3338 to 3464 Sacramento.  
**Drugs** — Schieffelin & Co., 550 Howard; Wilson's Pharmacy No. 2, 1799 McAllister.  
**Dry Goods** — A. Goldstine, 630 Precita to 1400 Taraval.  
**Electrical Appliances** — Hobart Bros. Co., 625 3d.  
**Elevators** — Combs Elevator Co., 503 4th to 570 Bryant.  
**Encyclopedias** — Standard Encyclopedia Corp., 593 Market.  
**Engineers** — G. A. Elliott, 465 California; R. M. Frandsen (consulting), 693 Mission to 50 Hawthorne; Andrew M. Venson, 68 Post.  
**Fasteners** — United-Carr Fastener Corp., 315 Montgomery.  
**Finance** — Martin Finance Co., 700 Market.  
**Fixtures** — Luminator, Inc. (light), 391 Sutter.  
**Furniture** — Royal Furniture Co., 755 McAllister; H. P. Vollmer (wholesale), 593 Mission to 180 New Montgomery; E. Wasserkrug, 830 McAllister.  
**Garage** — Ambassador Garage, 1540 Pine.  
**Glass** — Phillips Glass Corp. Ltd., 1001 Bryant; Southern Glass Co., 60 Federal to 453 2d.  
**Golf** — Marina Miniature Golf Course, Fillmore and Marina Blvd.  
**Grading and Loom** — Deven-centz Bros. & Co., 150 Collins.  
**Hardware** — Nissen Currier

Co., 265 Minna to 667 Howard.  
**Hats** — Eastern Hat Works, 57 Eddy.  
**Herbs** — C & C Herb Co., 3182 Mission.  
**Hotels** — Canadian Hotel, 1411 Stockton; Tamara Hotel, 440 Pacific to 2055 Bush.  
**House Cleaning** — Jap A B House Cleaning, 2094 Bush.  
**Importers** — A. Zacho Co., 251 Post.  
**Instruments** — Peffer Music Co. (musical), 137 Powell.  
**Insurance** — Italian Insurance Agency, Inc., 524 Montgomery; Sandahl & Pierson Co., Ltd., 315 Montgomery; West Coast Insurance Agencies, 55 New Montgomery.  
**Investment Securities** — D. A. Coleman & Co., 235 Montgomery; Commonwealth Investors, Ltd., 405 Montgomery; National Investment Co., 1251 Hyde to 2459 Polk.  
**Jewelry** — Dan S. Briggs, 210 Post; Sterling Jewelry Co., 220 Montgomery to 717 Market.  
**Laboratory** — Akers Certified Laboratory, 450 Sutter.  
**Ladies' Wear** — M. H. Isaacs, 154 Sutter.  
**Linotype Composition** — Gollan & Bevans, 40 Maiden Lane.  
**Loans** — Italian National Building & Loan Assn., 524 Montgomery.  
**Locksmiths** — E. Gefon, 1010 McAllister to 3156 22d; Pacific Coin Lock Co., 650 to 648 Howard.  
**Mfrs.' Agents** — John Cunningham, 700 Market; Edminster Co., 612 Howard; Graf Sales Co., 230 California to 1042 Geary.  
**Market** — New Liberty Fruit Market, 4715 Mission.  
**Men's Furnishings** — Georges Men's Shop, 1513 Fillmore.  
**Metals** — Consolidated Metals Corp., 220 Montgomery.  
**Millinery** — Rude Alexander & Co. (mfrs.), 49 4th; Paris Box, 520 Taylor.  
**Motion Pictures** — Bowes Productions, 1040 Geary; Graf Bros., 230 California to 1040 Geary.  
**Movers** — Peninsula Moving & Storage Co., 2263 Lombard.  
**Notary Public** — Dan T. Foster, 369 Bush to 17 Powell; W. H. Pyburn, 100 to 176 Sutter.  
**Novelties** — Max Isaacs, 833 Market.  
**Oil** — W & G Oil Co., 2500 Market.  
**Optometrist** — Dr. R. Lee Otis, 2390 Mission.  
**Painting** — A. & A. McMurray Co., 4485 Mission; Miller, Decker & Co., 1829 Clement.  
**Paints** — Barreled Sunlight Paint Co., 156 Eddy to 301 Mission; U. S. Gutta Percha Paint Co., 156 Eddy to 301 Mission.  
**Physicians** — Dr. J. Laverne Loughton, 146 Jordan Ave. to 1195 Bush; Dr. H. W. Reis, 1005 Market.  
**Pictures** — L. M. Poole, 241 Columbus.  
**Pipes** — C. F. Ceaser, 1 Montgomery.  
**Plumbing** — Haight Plumbing Co., 1572 Haight to 1238 Masonic.

**Printers** — Ames & Co., 55 Stevenson to 531 Howard.  
**Publishers** — Manchester Publications, 109 Stevenson.  
**Publishers Representative** — H. D. Nelson Co., 525 Market.  
**Pumps** — Westco-Chippewa Pump Co., 579 Howard to 951 Folsom.  
**Radio** — New York Radio Co., 927 to 982 Post; Radio Service Laboratories, 830 Market.  
**Real Estate** — W. D. Brown Co., 5432 Geary; N. H. Lang, 160 to 176 Sutter; Graec Perego, 160 to 176 Sutter; San Francisco Realty Co., 240 Montgomery to 216 Pine; H. S. Spaulding, 160 to 176 Sutter.  
**Refrigerators** — Arctic Refrigerator Co., 44 Mary; Frigidiaire Sales & Service, Civic Auditorium.  
**Restaurants** — Alhambra Italian Restaurant, 2234 Polk; Famous Sandwich Shop, 462 Bush; Marquette Lunch, 251 Ellis; Mike N. B. Martin, 31 3d; New World Inn, 3652 Geary.  
**Riding Academy** — Western Riding Academy, 608 Walbridge.  
**Saws** — Wappat, Inc., 228 1st.  
**Securities** — J. T. Oldroyd, 133 California.  
**Service Station** — Ed. Rowan Super Service Station, Fell and Baker.  
**Shoes** — Fashion Five-Dollar Bootery, 51 Stockton; Peters Shoe Co., 833 Market; Royal-Braut Shoe Co., 1181 Market.  
**Show Cards** — Hurdle-Kerrison, 714 Market.  
**Signs and Name Plates** — Rayner Dealecomania Co. of Chicago (Mr. Eason, dist. rep.), 112 Market.  
**Silks and Woolens** — Mills-Walker Co., 833 Market.  
**Soap** — Gahr's Swedish Soap Co., 494 29th Ave. to 397 Sutter; Fred Mirsky (imported), 494 29th Ave. to 397 Sutter; Swedish Imports & Exports Co., 494 29th Ave. to 397 Sutter.  
**Sprinkler Systems** — Nu-Way Lawn Sprinkling Co., 966 Dolores to 1161 Market.  
**Steel** — Alan Wood Steel Co., 441 Market to 116 New Montgomery; Moltrup Steel Co., 650 to 648 Howard; Union Drawn Co., 116 New Montgomery; Kyle & Co., 74 New Montgomery.  
**Stove** — Stove Shop, 2351 Market.  
**Studio** — Juanita La Bard Studio, 533 Post.  
**Sugar** — International Sugar Co., Ltd., 405 Montgomery.  
**Syrup** — Hayes Valley Mall Products Co., 124 Octavia.  
**Tailors** — K. Bedros (ladies'), 602 Geary; Craig Bros., 704 Market to 110 Sutter; Ernest The Tailor, 1006 Sutter; Goodman, 714 Market; A. P. Lewel-zow, 381 Bush.  
**Tea** — Edly Street Tea House, 1471 Eddy.  
**Theatre** — Uptown Theatre, 2103 Sutter.  
**Tile** — California Art Tile Corp., 405 Montgomery.  
**Tobacco** — H. & L. London (leaf), 605 Sansome to 536 Washington.  
**Travel Bureau** — World-Wide Travel Service, 369 Pine.  
**Trucks** — De Martini Motor Truck Co., Inc., 424 to 457 Pacific.  
**Upholstering** — Crescent Upholstering Co., 279 13th; Queen Anne Upholstering Co., 6100 Geary to 1364 Haight.

**Vacuum Cleaners** — Kent Sales & Service Shop, 510 Eddy.  
**Washing Machines** — Maytag Washing Machine Shop, 7 to 509 Columbus.  
**Weather Strips** — Reliable Metal Weather Strip Co., 45 Graton to 2145 19th Ave.  
**Miscellaneous** — Allen Mfg. Co., 111 Sutter; Harry K. Alter, 405 Montgomery; American La France Sales & Service, 2145 16th to 2829 16th; Dr. Loom Mayer Bayer, 450 Sutter; Bemis & Call Co., 650 to 648 Howard; Pietro Carliani, 622 Montgomery; Catalina Shop, 2418 Fillmore; Coast Steamship Reporting Agency, Hearst Bldg., Consolidated Foundries, 1375 Potrero to 485 California; Edlin & Brudner, 580 Market; Foot-Joy Shops of Calif., 141, 137 Keary; Frampton Co., Inc., 552 Mission; General Equipment Co., 650 to 648 Howard; General Repairing Co., 288 Claremont; John Hey, 821 Market to 576 Mission; Hopkins Spray Equipment Co., 650 to 648 Howard; Horace Remole Control Co., 74 to 72 New Montgomery; Hornlein & Co., 580 Market; Inwood Products, 56 Duboce; Kettleman Royalty Corp. Ltd., 703 Market; King Sales & Engineering Co., Inc., 669 Howard to 75 Fremont; La France-Republic Sales Corp., 2145 16th to 2829 16th; La Miranda Corp., 1100 Union; Linda Mineral Products Co., 55 New Montgomery; Madewell Mfg. Co., 53 Bluxome; Master Motor Mechanics, Inc., 995 Market; Mercantile Guide, Hearst Bldg.; E. A. W. Murray, 235 Montgomery; Pacific Coast Fire Protection Co., 948 Market; Pacific Coast Record Corp., Ltd., 1040 Geary; A. Pearson Co., 611 Front to 561 Davis; Packay Sales Co., 320 Market; Pick Up Shop, 1846 Fillmore; Republic Sales & Service, 2415 16th to 2829 16th; Rieser Co., Inc., 81 Clay; Rixson Authorized Repair Agency, 4167 20th; Robinson Air Jack Branch of H. C. Wood Machine Works, 514 Bryant; Royal Society, 552 Mission; Royalty Corp. of America, 703 Market; J. Harry Russell, 681 Market; Saginaw Stamping & Tool Co., 650 to 648 Howard; G. W. Sheldon Co., 116 New Montgomery; Sheldon Looms Distributing Corp., 526 Mission; Solid Gas Co., 41 Sutter; Stewart-Warner Authorized Automotive Distributor, 1466 Pine; G. Street & Co., Ltd., 620 Market; William H. Taylor, Kobi Bldg., Roy Turner, 200 Montgomery; United Carbon Co., 149 California; Universal Moulding Co., 709 Golden Gate Ave.; Western States Supply Co., 235 San Bruno Ave. to 1282 Folsom; Al Williams Health System, 333 Keary; Women's Housing Bureau, 465 Post.  
 [continued on page 4]

## Yacht Harbor

(continued from page 1)  
 April has been certified as a national show by the National Association of Engine and Boat Manufacturers of New York. This makes San Francisco permanently the location of one of the three national boat shows held in America, the other two being held in New York and Chicago.

# Industrial Development

Reported by the Industrial Department

## NEW INDUSTRIES

The Pacific Structural Welding Corporation have recently located in San Francisco and are manufacturing light structural steel and all welded steel bodies for light commercial trucks. In addition to manufacturing this concern also does general job welding. The office and factory is located at 481 Fifth Street. This new company will distribute its products throughout the entire bay district. Mr. W. Thos. P. Maeder is secretary of the concern.

Kelley-Koett Manufacturing Company, manufacturers of "Keleket" X-Ray machines, accessories and tables, diathermy apparatus and accessories, with headquarters in Covington, Kentucky, have recently established a branch office in this city at 278 Post Street. Mr. F. C. Stemmer is district manager.

The Pickwick Manufacturing Company, manufacturers of Pickwick spark plugs, automatic gauge, cigarette dispenser and holder, and other small novelties, have recently started operations in this city at 1204 Howard Street.

The Hold-Tite Products Company, manufacturers of rug dressing, a non-skid rug sizing, have recently located in San Francisco at 1817 Market Street. Mr. S. Stein is in charge of the concern.

The Anaconda Wire & Cable Co. of California, with factory and headquarters in New York City, have established a branch office in this city at 360 Ninth Street, where they carry a stock of all types of insulated wire.

The Fresco Products Company, have recently established an office and factory in San Francisco for the manufacture of syrups and cordials. This new concern is located at 1971 Union Street.

The Renown Laboratories of California established in San Francisco a few months ago and is manufacturing a hair color restoring preparation. The office and factory of this firm is at 1634 Hayes Street.

## NEWS NOTE

Housed in a new \$750,000 building commenced last May and just completed, the Wonder Bread Bakery employing approximately 250 people has commenced operations at 15th and Bryant streets. The new bakery adjoins the Hostess Cake plant and like the cake concern is owned by the Continental Baking Corporation of New York. The new plant, while being operated as a separate concern, will closely parallel the market territory of the Hostess concern in San Francisco and the bay region.

## PHILIP J. FAY NOMINATED

Philip J. Fay, former president of the San Francisco Chamber of Commerce, was nominated last week by more than a score of Chambers of Commerce and business organizations of the West to represent the Ninth District of the United States as a director in the United States Chamber of Commerce. The election will be held at the eighteenth annual meeting of the Chamber in Washington, D. C., April 28 to May 1.

The nomination of Mr. Fay to the directorship, considered a post of national importance, was virtually unanimous by all the leading Chambers of Commerce in the seven states of the Ninth District which includes, Washington, Oregon, Idaho, California, Nevada, Utah and Arizona.

## Trade Tips

[continued from page 2]

### Domestic Trade Tips

D-3410—Golf Ball Representative.

Johnson City, N. Y. Desires salesman now handling a line of sporting goods, who calls on the retail stores and professional golfers. To work on commission basis.

D-3411—Machine Shop. San Francisco, Calif. Party interested in disposing of machine shop.

D-3412—Representation. Milwaukee, Wis. Party in East interested in handling line of San Francisco manufacturer as their representative.

D-3413—Distributors. Cambridge, Mass. Firm wishes distributor for high grade grease gun. A light machine which will handle the heaviest of greases and deliver a pressure of 9000 pounds.

D-3414—Representation. Berkeley, Calif. Floor wax manufacturer wishes to get in touch with concern who would distribute his products along Pacific Coast states.

D-3415—Vanilla Bean Representation. New York City. Party interested in finding representation for vanilla beans which are imported from Mexico and France.

D-3416—Patent. Monterey Park, Calif. Owner of patent for piano interested in securing manufacturer who might be interested in purchasing of same.

D-3417—Novelty Hat. Ontario, Calif. Party interested in selling patent for novelty hat. Hat may be used for advertising, fraternity orders, clubs, gatherings of all kinds, campaigning and Fourth of July.

D-3418—Patent. Seattle, Wash. Owner of patents on new type three horsepower one cylinder stationary type engine desires to contact persons or firms desiring to acquire patent and manufacturing rights. Blue prints and demonstrations will be made available to interested parties.

## Specifications Available

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

Bids are to be submitted to the U. S. Engineer Office, Calif. Fruit Bldg., 4th and J streets, Sacramento, California (delivery to be made to Rio Vista, Calif.).

For supplying the War Department with yellow laundry soap, and soap powder.

For supplying the War Department with pillow cases, bed sheets, bath towels, face towels and blankets.

The above bids will be opened March 10, 1930, and the following will be opened March 11, 1930:

For supplying the War Department with rough pine lumber.

For supplying the War Department with wire rope.

For supplying the War Department with welding rods.

For supplying the War Department with blacksmith coal.

For supplying the War Department with rivets, grease enps, charges, shafting pipe, tool steel, cold-rolled steel, flat iron, dies, drills, nipples, return bends, elis, and tees.

Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, California.

For supplying the War Department with bags (for graves), padlocks, condenser tubes for delivery to Fort Mason, and will be opened March 11, 1930.

For supplying the War Department with 1500 packing boxes in shoo, delivery desired on or before April 15, 1930, at Fort Mason, and will be opened March 12, 1930.

For supplying the War Department with subsistence supplies to be delivered at Fort Mason during the month of April, 1930, and will be opened March 14, 1930.

Bids are to be submitted to the Bureau of Supplies and Accounts, Navy Department, Washington, D. C.

For supplying the Navy Department with about 60,000 lbs. of canned figs to be delivered to Mare Island, California, and Puget Sound, Washington, and will be opened March 18, 1930.

Bids are to be submitted to The Panama Canal, Office of the General Purchasing Officer, Washington, D. C., for supplying the Panama Canal with switchboards, portable air compressor, and electric light plant. Delivery is to be made to either Cristobal or Balboa, and bids will be opened March 18, 1930.

Bids are to be submitted to the Purchasing Agent, State Capitol, Sacramento, California, for supplying the California State Institutions with groceries to be delivered during the period from April 1, 1930, to June 30, 1930, and will be opened March 18, 1930.

Bids are to be submitted to the Purchasing Agent, State Capitol, Sacramento, California, for supplying the California State Institutions with groceries to be delivered during the period from April 1, 1930, to June 30, 1930, and will be opened March 18, 1930.

Bids are to be submitted to the Purchasing Agent, State Capitol, Sacramento, California, for supplying the California State Institutions with groceries to be delivered during the period from April 1, 1930, to June 30, 1930, and will be opened March 18, 1930.

Bids are to be submitted to the Purchasing Agent, State Capitol, Sacramento, California, for supplying the California State Institutions with groceries to be delivered during the period from April 1, 1930, to June 30, 1930, and will be opened March 18, 1930.

Bids are to be submitted to the Purchasing Agent, State Capitol, Sacramento, California, for supplying the California State Institutions with groceries to be delivered during the period from April 1, 1930, to June 30, 1930, and will be opened March 18, 1930.

## Leads for New Business

[continued from page 3]

Miscellaneous — American Development Co., 405 Montgomery; Berry Aircraft Ltd. Investment Realty Corp., 117 Market; Brasco Mfg. Co., 74 Gough; Carre Mod. Co., 83 Market; Central Auto Sales Co., 132 to 850 Valencia; Central California Traction Co., Main to 112 Market; City Bank Farmers Trust Co., representative, 225 Bush; Continental Illinois Co., 235 Montgomery; Dixon Prosser, Inc., 797B Market; Dornore Process Corp., Ltd., 121 2d; Dr. D. E. Egan, 830 Market; Dr. Clyde A. Emery, 450 Sutter; Girls Housing Bureau, 465 Post; Graduate Group California Monthly, 111 Sutter; G. Graziani & Sons, Colma; N. E. Harlan, 110 Sutter; Hoffman Mfg. Co., 554 Howard to 235 Montgomery; Huntington Bryce Co., 760 Market; Joseph & Peiss Co., 111 New Montgomery to 510 Mission; Dr. Anne M. Leveton, 483 Castro; McDougall Press, 1385 9th Ave.; J. A. & S. E. Manning, 220 Montgomery; Marbelite Corp. of America, 235 Montgomery to 1945 San Bruno Ave.; Marivalda Products Co., Hearst Bldg.; Dr. E. J. Masters, 4646 3d; Mission Sales Co., 987 to 216 Mission; George G. Montgomery, 215 Market to 317 Montgomery; Charles T. Neely & Co., 235 Montgomery; Dr. R. F. Novales, 870 Market; Orient Traction Co., 519 California; Shredded Wheat Branch of National Biscuit Co., 157 Bluxome; Successful Distributing Co., 355 9th; Tyler Island Farms, 9 Main to 112 Market; Frederic Vincent & Co., Alexander Bldg. to 26 O'Farrell; Dr. Wm. Ward Wainwright, 2060 Van Ness Ave.; Wright & Wright, 582 Market; G. W. Zimmerman, de Young Bldg.

## REVENUE FREIGHT

Loading of revenue freight the week ended February 8 totaled 886,581 cars, according to the car service division of the American Railway Association. This was a decrease of 12,313 cars below the preceding week this year and a reduction of 69,400 cars under the same week in 1929 as well as a reduction of 19,896 cars under the same week in 1928.

## SWING-JOHNSON BILL

The Board of Directors approved the Swing-Johnson Bill authorizing Secretary Wilbur of the Interior Department to arrange with states through the use of Federal funds for the education, medical attention and relief of distress of Indians. This would place in the hands of the state of California responsibility and control of the welfare of its Indian tribes.

a sample fair held at Zagreb from April 5 to 14 of this year. There will be a display of motor vehicles for land, water and air of the commercial and the sporting types, agricultural machinery, fertilizers and insecticides, sporting goods, and furniture.

# Transcontinental Freight Bureau Docket

[continued from page 2]

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than March 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. 10828, automobiles in mixed carloads with other commodities, for export, westbound; 10829, electric flood lights, LCL, westbound; 10830, Hillsboro and North Eastern Ry. Co. Request for representation as a participating carrier in Tariffs 1-G, 2-Y, 4-D, and California Lumber Tariff 27-M; 10831, flax seed, CL, westbound; 10832, import traffic to stations on Statesboro Northern Ry. Request for representation of the Statesboro Northern Ry. as a participating carrier in Import Tariff 30-S—Georgia state application to provide for "Rate Basis 7" rates to Statesboro, Georgia; 10833, refined borax and boric acid, CL, eastbound, Bartlett, Calif. via Galveston, Texas, to New York and Baltimore piers; 10834, deciduous fruits, vics, apples, grapes and pears, CL, eastbound; 10835, acidulated coconut oil, CL, eastbound; 10836, cement compound, building or floor, dry, LCL, eastbound; 10837, chlo-

rate of sodium, CL, westbound; 10838, redwood bark fibre, machine-compressed, in bales, CL, eastbound; 10839, lumber and other forest products from stations on the Clackamas Eastern R. R. (formerly Portland & Southern Ry.), CL, eastbound; 10840, nickel-iron-chromium alloy wire, for export, LCL, westbound; 10841, wood excelsior, in machine pressed bales, CL, westbound; 10842, flour, CL, westbound; 10843, edible nuts, CL, eastbound, transit; 10844, household laundry ironing machines folded in steel cabinets in mixed carloads with machinery, etc., westbound; 10845, Louisville, New Albany & Corydon R. R. Request for representation as a participating carrier in Tariffs 1-G, 2-Y, 3-A, 4-D, 20-S and 30-S, Arbitrary Circulars 59-H and 61-F; 10252 (reopened), scrap rubber and scrap rubber tires, CL, westbound; 10257 (reopened), tile or shapes (facing or flooring), wood composition, hydraulically compressed, dried, not baked or otherwise heat treated, also necessary nails, bedding compound and liquid magnesium chloride binder, CL, westbound; 10237 (amended), wooden moldings, metallic moldings and linoleum cement (paste) in mixed carloads with blackboards, westbound; 10387 (reopened), firecrackers, LCL and CL, eastbound.

# SAN FRANCISCO BUSINESS



March Twelfth

Nineteen Thirty





**“Speedier  
and More Accurate!”**

says American Business

TUNE IN on today's answer to the problem of speed and accuracy in your foreign correspondence ... Build up your business by RCA RADIOGRAMS. Bring the world to your office door via RCA RADIOGRAMS ... Direct circuits to Europe, Asia, Africa, Australasia, Central and South America and the West Indies. No relays...no delays.

**USE RADIOGRAMS**

R. C. A. COMMUNICATIONS, INC.  
28 GEARY STREET, SAN FRANCISCO  
*Telephone GARfield 1200*

*Mark your messages*  
**“Via RCA”**  
*Quickest way to all the world*



---

# 11,000 RED WHITE & BLUE Standard Oil Dealers — all with *ONE PURPOSE*

*..and here it is!*

Eleven thousand Standard Oil Dealers throughout the Pacific West are now joined together as "Red, White and Blue Dealers". You can tell them — at a glance — by their Red, White and Blue Service Stations, Garages and Pumps.

*Service that clicks!*

*Service in your own neighborhood and everywhere you go.*

*Service that saves your money, your car and your friendship.*



*Service to please your wife.  
ONE KIND OF SERVICE  
— THE BEST POSSIBLE.  
— THAT IS THE PURPOSE  
of these 11,000 Red, White and  
Blue Dealers.*

Drive in anywhere! Every Red, White and Blue Dealer knows that he is helping all the others by serving you well.

There is a cash value to this service, as well as pleasanter motoring. Try it today. And see what happens.

**STANDARD OIL COMPANY OF CALIFORNIA**

---

Presenting the San Francisco Symphony Orchestra and the Los Angeles Philharmonic Orchestra alternately, The Standard Symphony Hour offers its programs of enjoyable music every Thursday evening from 7:30 to 8:30 p. m. over KFI; KGO; KGW; KOMO and KHQ. The Standard School Broadcast is presented Thursday mornings from 11 to 11:45 a. m.

---



See the "Living Wonders of the World"

**On Your Trip East  
via Portland--enjoy the**

## **REDWOOD EMPIRE TOUR**

**F**OREST giants towering more than 350 feet into the sky . . . Trees that are the greatest of all living things, awe-inspiring in their mightiness . . . Monarchs that have outlived 30 centuries . . .

You pass through their midst for scores of miles on the REDWOOD EMPIRE TOUR—Northwestern Pacific Railroad to Eureka, and thence *de luxe* motor coach (with special *glass top*) to Grants Pass. On the way you will view the canyon of the Eel River, picturesque mountain scenery and a coastline of rugged grandeur.

If you make your trip between California and the East by way of Portland, you can include this unique tour by rail and motor coach through the giant Redwoods. When you journey between California and the Northwest—Oregon, Washington, British Columbia—you can enjoy the Redwood Empire Tour *en route*. Holders of tickets over the Southern Pacific "Shasta Route" between San Francisco and Portland pay only \$10.40 additional fare for this Redwood Empire Tour, which can be made in *either direction*.

ASK FOR NEW ILLUSTRATED BOOKLET  
"Redwood Empire Tour"

## **NORTHWESTERN PACIFIC**

**REDWOOD EMPIRE ROUTE**

TICKET OFFICES: FERRY BUILDING AND 65 GEARY STREET, SAN FRANCISCO

Officers of the San Francisco Chamber of Commerce

Almer M. Newhall  
*President*

L. O. Head  
*First Vice-President*

J. W. Mailliard, Jr.  
*Second Vice-President*

Robert Newton Lynch  
*Third Vice-President and Manager*

Albert E. Schwabacher  
*Treasurer*

W. F. Benedict  
*Assistant Manager and Comptroller*

Board of Directors

H. M. Adams                      A. M. Brown, Jr.  
R. D. Carpenter

H. D. Collier                      Leland W. Cutler  
R. Stanley Dollar

L. O. Head                      A. F. Hockenbeamer  
F. L. Lipman

Geo. P. McNear                  J. W. Mailliard, Jr.  
L. H. Marks

Frederick H. Meyer              Almer M. Newhall  
N. R. Powley

J. T. Saunders                  Albert E. Schwabacher  
Donzel Stoney

D. G. Volkman                  Louis A. Weidenmuller  
A. Emory Wishon

Chairmen of Standing Committees

A. Emory Wishon, *Agricultural*  
Frederick Baruch, *Appeals*  
Henry Rosenfield, *Arbitration*  
R. J. Murphy, *Bean Trade*

Frederick H. Meyer, *Bridge and Highway*  
Robert Dollar, *China Commerce*  
J. W. Mailliard, Jr., *Finance*  
Ian Armstrong, *Foreign Trade*

Herbert Eloesser, *Domestic Trade*  
C. J. Kelly, *Fresh Fruit Export*  
George P. McNear, *Grain*  
L. O. Head, *Industrial*

Wallace M. Alexander, *Japanese Relations*  
J. H. Polhemus, *Latin American*  
Robert B. Henderson, *Legislative*  
J. C. Rohlis, *Marine*

Capt. C. W. Saunders, *Maritime and Harbor*  
N. R. Powley, *Memberships*  
Donzel Stoney, *Municipal Affairs*  
L. H. Marks, *Publicity*

J. W. Mailliard, Jr., *Transportation*

SAN FRANCISCO BUSINESS

Published weekly by the San Francisco Chamber of Commerce  
205 Merchants Exchange Building • Phone DAvenport 5000  
Entered as second-class mail matter at the Post Office, San Francisco, California, under the Act of March 3, 1879  
SUBSCRIPTION FOUR DOLLARS A YEAR

GEORGE L. NORTH, *Editor*

H. H. DEMPSEY, *Advertising Manager*

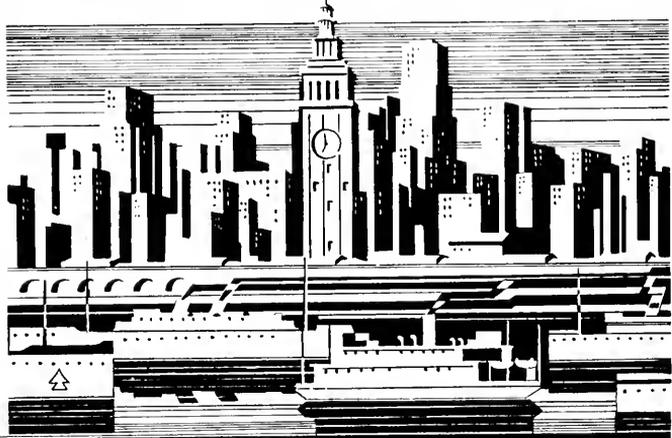
Vol. XX

SAN FRANCISCO, CALIFORNIA, MARCH 12, 1930

No. 11

TABLE OF CONTENTS

THE PRESIDENT'S PAGE <i>By Almer M. Newhall</i>	6
THE WEST'S FURNITURE CENTER <i>By H. A. Saxe</i>	7
BEANS AND FRIJoles <i>By M. C. Mason</i>	9
CURRENT EVENTS IN WASHINGTON <i>By C. B. Dodds</i>	11
CALIFORNIA'S NAVY AIR BASE <i>By D. H. Hughes</i>	12
MANUFACTURING AND DISTRIBUTION MEET THE NEW TEMPO OF BUSINESS <i>By Robert M. Davis</i>	14
WHY HOME PRODUCTS WEEK WAS A SUCCESS	16
TEN YEARS OF THE LEAGUE OF NATIONS <i>By Tully C. Knoles</i>	17
JERRY DAILY AHoy!	19
HELPING THE EMPLOYER AND EMPLOYEE <i>By Warren H. McBryde</i>	21
FOREIGN AND DOMESTIC TRADE TIPS	36
LEADS FOR NEW BUSINESS	38
TRANSCONTINENTAL FREIGHT DOCKET	39
UNUSUAL AND INTERESTING EVENTS	42



# The Resident's Page

## HELP

THERE is something of a paradox hiding within the excellent *Call-Bulletin* editorial gracing this page. As the editorial points out, the needs and problems enumerated demand a "large, active Chamber of Commerce, fully representative of business and industry in San Francisco and alive to everything that will help our city." Yet the Chamber must do some of these things and more to gain that increased membership. We are attacking the problems—which is helpful, and in this task the *Call-Bulletin* was helpful in the time-liness of such a succinct presentation of some of the jobs the Chamber has before it and its need for support.

\* \* \*

## HEALTHY INTEREST

THERE is a healthy new interest in the Chamber of Commerce being manifested by the San Francisco press. Our newspapers are focusing editorial and news attention on us. This is right, as we are a quasi-public institution. Our business is the business and concern of every citizen of San Francisco. There has been much criticism of the Chamber in the past; there is now and there will continue to be criticism. That is good for the Chamber. Some of it is justified, some untrue. That which is justified ought to be helpful, corrective; the untrue will collapse of its own faulty foundation.

\* \* \*

## PUBLIC RELATIONS

WE have created what amounts to a new Department of Public Relations, although it still goes under the more understandable name of "Publicity." Yet there is a vast difference between the two. "Public Relations" is the searching out of what the people of San Francisco expect and want of the Chamber of Commerce and then the doing of as many of those things as seem sound and possible of

accomplishment. "Publicity" is the broadcast of the story of important things achieved which "Public Relations" has set up as necessary of achievement to win public support. Practically all up-to-date corporations have public relations bureaus, departments or divisions nowadays.

\* \* \*

## BAY UNITY

ONE of the things close to the heart of the present administration is our Bay Unity program. We are moving ahead in this with happy prospects of real accomplishment in the presentation of the Metropolitan Bay Area to the whole country as the ideal manufacturing and industrial center of the western United States. It is my hope that we may be able to announce the establishment of eastern offices for this project in the near future.

\* \* \*

## KEEPING THE OFFICE OPEN

CORPORATE business today tries to keep the offices of its executives open to the public in spite of the natural tendency to close them in behalf of efficiency. To keep the office of the president of the Chamber of Commerce open to the public of San Francisco I have appointed an assistant. His name is Hal Hughes, who made such a success as manager of the Junior Chamber. His job is to take care of all the detail that I can load on him, to coordinate, to execute, to initiate, and to make the president's office a working office in the departmental affairs of the Chamber.

\* \* \*

## STAFF CONFERENCES

ONCE a month now all of our staff executives gather around the dinner table and discuss Chamber of Commerce affairs, re-align and adjust their departments to dovetail their activities into the work of the Chamber as a whole. It is developing a better esprit de corps. This includes the president.

\* \* \*

All rumors, guesses and curiosities to the contrary, we have not as yet found the new manager. We are still looking for the "right man."

our visitors must be RIGHT.

**20,000 Instead of 7000**  
The Proper Membership of the Chamber of Commerce

THE San Francisco Chamber of Commerce now has 7000 individual members. It should have 20,000 members.

At present 412 firms belong to the Chamber of Commerce. That number should be 5000.

The chamber, which represents and acts for San Francisco's commercial welfare, should have a membership adequate to its problems—and should also have the membership subscriptions necessary to work for San Francisco's progress.

A great deal of work is ahead for the chamber. There are tidelands to be reclaimed, the salt water barrier to be built, industrial development to be pushed steadily ahead, the Third street bridge to be constructed, the San Bruno shoals to be dredged, more attractive water, electrical and gas rates to be secured, a large merchandise mart to be created in San Francisco, consolidation of San Mateo and San Francisco counties to be achieved, bay bridges to be built, rapid transit on the peninsula made a fact—and that's not all.

These needs and problems demand a large, active Chamber of Commerce, fully representative of business and industry in San Francisco and alive to everything that will help our city.

If you love the city you live in, join the Chamber of Commerce.

**\$7500 for a Year**

# The WEST'S FURNITURE STYLE and MARKET CENTER

By H. A. SAXE  
*President Western Furniture Conference*

JUST as styles in hats and automobiles change from season to season and year to year; just as long hair gives place to the bob, and "bobbed" skirts to longer ones; so the "restless generation" demands seasonally new styles in furniture. This desire for "something new and different" is the motivating force which will bring furniture dealers from the eleven western states to San Francisco each season and build this city as the furniture market and style center of the West.

"Our business is to keep the customers dissatisfied," is the statement attributed to President

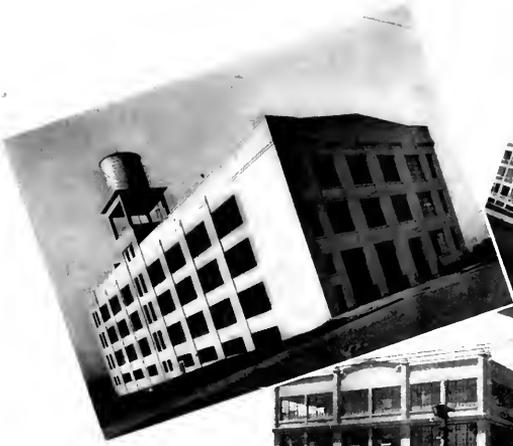
Charles F. Ketterling of the General Motors Research Corporation in a recent issue of the American Magazine.

"There is nothing worse than a satisfied customer," he explains. "A world full of satisfied customers would kill business deader than a door-nail. If customers had always been satisfied with their automobiles you would be running around in one of those funny little trick horseless carriages we hailed with delight in the gay nineties."

What is true of the business which has put the old haircloth sofa on wheels, is also true of the modern day development of the same furniture



*A typical display in the San Francisco Furniture Exchange.*



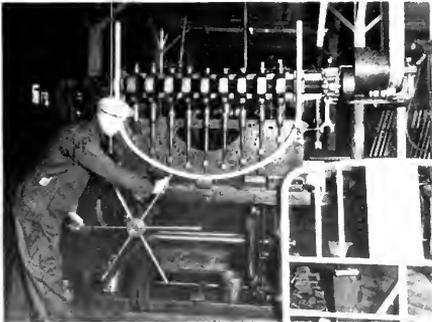
*The San Francisco home of the  
Simon Mattress Manufacturing  
Company.*



*The plant of the Kroehler  
Manufacturing Co., the world's  
largest makers of living-room  
furniture.*



*Metal bed plant of Rome Co., Inc.*



*Making steel beds and metal  
furniture in the San Francisco  
plant of Simmons Co.*



*Above—A section of the wood-  
working department, Kroehler  
Mfg. Co., and on the left, hand-  
sewing mattresses in John Hoey  
& Co.'s Shop, San Francisco.*



which created that old-fashioned article beside which, so many of the young men of the nineties blurted out their shy proposals.

Modern women want their house furnishings to be in fashion just as they want their hats to be up to the minute. And they know how to keep their homes in style. Present-day homes are more tastefully furnished than ever before. Because women study interior decoration in their magazines and

know how to buy furniture which will harmonize.

Although most women buy for color and beauty rather than for durability, today's furniture is built to last a lifetime. Never before has the average family been able to buy furniture with the grace and attractiveness of present-day factory models. Taking an attractive portion of an old antique, a new design is created superior to anything its former royal owner might have imagined.

# BEANS *and*

By M. C. MASON



*who graduated from New England to California in 1911 and still thinks the trip was worth while. It meant a jump from textiles to ranching, and still later to the rice and security business, in which he is still very happily engaged. He is a San Franciscan.*

# FRIJOLES

**T**HE far-flung reaches of the snow covered Sierra flashed their pink facets to a setting sun—The Gods be praised, I was in California. I was over the top and down through the foothills which roll and roll and roll between the mountains' feet and the broad flatness of fertile plains. Was it good to be in California? Well, rather! and I was full of graphic pictures of its agricultural riches, its mines, harbors, cities, everything, its history, romance, sunshine, and now I was a Californian, but **not**, Oh, God! a native son. I was better'n that—he was born here, couldn't help it, but me, I was one from choice.

I had, born a New Englander, believed the Mississippi River was the western boundary of

civilization, and let me say in all frankness that that portion of our fair land lying between the Hudson River and the said Mississippi had only recently been ceded by my provincial mind to civilization.

I was born with a reverent awe of "the water side of Beacon Street," where one still took hold of a knob and ran across the street with it to ring a door bell on a coil spring in the servants' sitting room, one floor below the sidewalk. The above



is why my hide was still tight and I had only of late, very lately, discovered that John C. Fremont had been a person of some foresight and acumen; that Lewis & Clark had done a really lovely thing for the "grand old rag" by hog-tying the land of fir and the big baked potato to la belle U. S. A.

I was the turtle poking my head out of a complacent shell—yes, I looked upon the promised land and somewhere inside my Autumnal Equinox there ran a shiver and then awoke that same spark which made "them Pilgrims" sail their ships westward across the sea and I took the cloak of provincialism from off my soul and threw it away. I had seen the silhouette of islands 'gainst a blood red setting sun, islands far away across the sea which could be mine.

I had smelled the trades from far Cathay, tasted the cinnamon and spice of Indian hinterlands and smelled the tropic scented breezes of Pago Pago—Powder River! Let her Buck! Put on your chaps! Roll your own and you tell 'em! I was born again this day—I was a Californian I'll tell the world; no foolin'.

Now that the bacilli of California had a strangle hold I suffered all the growing pains, had Calimeasles, Calimumps, Calicroup and had to take vast doses of Bi-Californate of Soda to overcome the baseous effluvia of new foods, new thoughts, new everything. The change from Boston Baked to the succulent Frijole required adjustment both mental and gastric and it took time to assimilate the breezes of the fair Pacific and expel the somewhat over-soaked humidity of New England conservatism, but my hide was loosening.

All this happened long ago, as one measures his own life. In those days we just grew things and shipped them East. There was not that over-growth from the farms which has caused the present administration at Washington to repeal the law of supply and demand—ha! ha! joke. We sold our abundance part to our towns and cities and shipped East by rail. Those rugged mountains along California's eastern edge were, so we thought, our barriers to progress because when we bought a Moline plow to hitch behind the pre-Caterpillar horse we paid the freight. The

land east of the Big Muddy still was making its millions out of the development of the West but I have lived and been a part of the change which is almost complete.

I stand where there is no further West for them to go, for beyond us the West is East and while the fanatic of '19 to '52 banished the hordes of incoming Chinese, still we have kept, thanks to John Hay, an open door and we know the Oriental mind. The East is ours and the sleeping Oriental giant stretches his arms, legs and thighs, yawns, opens his eyes, and before us lies the development of the vast, vast land of possibilities almost beyond the belief of man.

Are we ready? We are. We have already begun and that rocky barrier to our progress has become our fortification against

the outside development of the Orient, which is so justly ours. The great companies of the East are building their plants upon this western slope. The great steamship companies of the Pacific are building ships and docking facilities for the development which has begun. In this development the foundation of our future has been firmly set. Our hide is loose, our minds are trained in the ways of Oriental business methods and we know how.

The romance of business, nurtured by the golden legends in which our state had its birth, leads the way and California stretches down the center of the world.

\* \* \* \*

BY the way there is in California a city called San Francisco which has the finest harbor in all this glorious land of ours. Through its Golden Gate flows the commerce of the Pacific, coastwise to and from Canada and South America and by deep sea to and from the Orient. You will pardon me but I would like to leave this with you as a thought.

And in closing, may I suggest to the unfortunate reader—if he has trailed along with me this far—that I have never for a single day ceased to thank the lucky star that guided me westward. For here I have found a land and a people that have fulfilled all of their promises of opportunity and friendship.



# and Distribution . . .

## *Meet the New Tempo of Business*

that facts are essential to a proper charting on one's course. But facts cannot be developed without figures and in our fast changing economic structure these figures must be "hot off the grid-dle" if they are to be of real practical value in ascertaining the facts. What the manufacturer and distributor are after, therefore, are facts, for any man's judgment is strictly limited to the horizon of his information. Successful manufacturers and merchants are utterly convinced of the sovereign efficacy of facts as a remedy for business ills. Business men producers and distributors—must know what is actually happening. They must have precise knowledge as to operations, trends, costs, prices, methods, and everything else. Guesswork, gentlemen, is just simply pure gambling and we have seen all too recently the overwhelming disaster that can and will descend upon the gambler-spectator in business.

In the past all too many of our production and marketing processes have been veiled in haze and fog. Strenuous and valiant efforts have been made to dispel these mists, many agencies have been at work and much success has been achieved. But despite such admirable efforts—much of which deserves the warmest of praise—too much of our industrial and commercial thinking remains confused. We must have clear, straight thinking in all branches of American business and industry nowadays, but in order to obtain this we must know the facts. Many private agencies have done really splendid work. They have gathered count-



less facts and have skillfully interpreted them. But in many cases their activity has been of a necessity only partial or local in scope. Nationwide commercial and industrial surveys—comprehensive and penetrating—can, I feel, be made effective only by the Federal Government. The Federal Government speaks for the entire country. Its agents envision the interests of producer as well as of consumer, of wage-earner as well as of employer, of the smallest corner grocer as well as of the biggest merger and banking consolidation.

Business men are asking many important questions nowadays. Among them are these: "What is unwise in business?" "What are the things that cannot be attempted safely?" "What are the trends and shiftings of the markets for manufactured commodities—both domestic and industrial?" "Where do dangers lurk?" On the other hand, "What really does constitute sound business practice?" "Through what methods may failure be transformed into success?"

The answer to these vital questions on manufacturing and the marketing of products can be obtained only through the collection of detail facts on the operations of American industry and business. Such a census on both manufacturing and distribution is now being taken. Sensing the vital need of the nation's manufacturers and distributors for timely and accurate data of a practical nature in this era of rapidly changing economic conditions, the Secretary of Commerce, the Honorable Robert P. Lamont, called to the assistance of the Bureau of the Census some fifty

# Why Products Week was a Success

**S**AN FRANCISCO'S merchants and manufacturers are to be congratulated upon the success of the Second Annual Products Week which drew to a brilliant close February 22. And so is the San Francisco Junior Chamber of Commerce, under whose able auspices the campaign was undertaken. But for the unlimited cooperation of all concerned the enterprise could not have achieved the success it did. There is no doubt that the stores and the factories that jumped into the spirit of the venture will profit; but what is even more important is the fact that San Franciscans have a better knowledge of the articles that are made here and how they are made. Following is a list of the concerns that devoted window space to the exhibits:

## MERCHANTS

### A

Abrams Co., American Express Co., Robert S. Atkinson, Inc.

### B

C. H. Baker Co., Baldwin Piano Co., Chas. Brown & Sons, John Breuner & Co., Bucklee Thum Co., Building Material & Exchange, Bullock & Jones Co., Margaret Burnham's, Berger's.

### C

Calif. Clothing Co., Calif. Mutual Building & Loan, Calif. Pleating Co., Calif. Umbrella Co., Canadian Nat'l B. R., City Nat'l Bank of San Francisco, City of Paris Dry Goods Co., Coldwell, Cornwall & Banker, Cosgroves, Crystal Palace Market, Camard Anchor Line.

### D

Doe Estates Co., Donnell's, Davis Schonwasser Co.

### E

Eastman Kodak Co., Eastern Outfitting Co., The Ellery Arms Co., The Emporium.

### F

Fairmont Hotel, The French Book Store, Federal Outfitting Co., French Line.

### G

Gantner & Mattern Co., Louis Gassner, Inc., General Adding Machine Exchange, The Golden Pheasant, Gordon Tailoring Co., F. & W. Grand, H. C. Goleher Co., Great Western Power Co., Guaranty Building & Loan Assn., Guy's Pharmacy.

### H

Hale Bros., Hamburg American Line, Hamilton's, Inc., Hastings, Hirschman & Co., Holbrook Bldg., Holland American Line, Hudson Bay Fur Co., Humboldt Bank.

### I

International Business Machine Corporation.

### K

Kohler & Chase, Knox Shop, L. Kreiss & Son.

### L

Lenfeld's Pharmacy, A. & J. Levin, Mr. Liggett, Lippitt's, Livingston Bros.

### M

I. Magnin & Co., Joseph Magnin & Co., Malley-Long Furniture Mfg. Co., Marks Bros., Moore, Frank Moore, J. C. Muesendorfer Co., Morris Plan Co.

### N

Najarian Bros., Nathan Dohmann Co.,

Natl Cash Register Co., Nelson Meat Co., N. Y. K. Line.

### O

O'Connor-Moffatt & Co., The O'Connor Co., Oppenheimer, The Trunk Man, The Owl Drug Co.

### P

Pauson & Co., Pac. Gas & Electric Co., Pac. Tel. & Tel. Co., Palace Hardware Co., Panama Pacific Line, Patrick & Co., Pellegrino Bossi Floral Co., Phelan Bldg., Mr. R. D. McElroy, mgr., Pig'n Whistle, Podesta & Baldochi.

### R

Ray Oil Burner Co., Dr. A. Reed Shoe Co., Roos Bros., Bugge & Gast.

### S

St. Francis Hotel, Shreve, Treat & Eacret, Schwabacher-Frey Co., Singer Sewing Machine Co., W. & J. Sloane Co., L. C. Smith & Corona, Inc., Southern Pacific Co., Spiro Co., Sterling Furniture Co., Standard Sanitary Mfg. Co., Steigler Bros., Summerfield & Haines.

### U

Underwood Typewriter Co., U. S. Building & Loan Assn., U. S. Lines.

### W

Walk-Over Shoe Store, Robert Wallace Co., Wells Fargo Bank & Union Trust Co., Weinstein Co., Frank Werner's, Western Security Building & Loan Assn., The White House, Whitecomb Hotel Store, Willard's, Wilson Bros., Wolf & Co., Wurlitzer.

## MANUFACTURERS

### A

American Chicle, Alcom Knitting Mills, American Biscuit Co., American Brake & Shoe, Art Baitan Works, Apex Furniture Co., W. B. Ames, Associated Oil Co., Ames Harris Neville.

### B

Balsamea Laboratories, Benj. Franklin Knitting Mills, E. W. Bennett Co., Bass-Bueter Paint, Beverly Coat Hanger, H. & L. Block, Boldeman Chocolate, Buckingham Herbt, Bullard-Davis.

### C

Calif. Canneries, Calif. Gum Tape Co., Calso Co., Calif. Shade Cloth Co., Geo. W. Caswell, Carnation Albers, Chamber of Commerce, Child Garden, Clark Gandion, Coffin-Redington, H. N. Cook Belting, B. A. Cornely & Co., Inc., E. B. Courvoisier, Custo Corp. of America, J. M. Cohn.

### D

Dean Curtain Co., August D. Drucker, Durker-Thomas.

### E

Economy Mfg., Electric Salvage Co., Eames & Co., Evergreen Hat, Elosser Heynenman, Enterprise Motor Boat Works, Enterprise Bottling, Ever-Ready Rubber Products.

### F

Field Ernst, Fischbeck Soap Co., Fleishbaecker Paper Box, Flourace Art Co., Fontana Food Products, Ford Food Products, Frenchie Frocks, W. P. Fuller & Co.

### G

Gardner Lowenstein, Garlock Packing, General Gandy, General Engraving, General Food Sales, D. Ghirardelli, Gilbig Bros., Glidden Co., Globe Grain & Milling Co., Golden Gate Brass, Golden Slate Milk Products, Goyear Rubber, Jas. Graham Mfg. Co., Greenbaum Well & Michels, Greenfield

& Macowsky, Gruman Mfg., Gladding, McBean & Co., Giuffard Chocolate.

### H

F. H. Harder Mfg., Hermann Soap Co., Hickman Products, Hills Bros., Hofer's, Heineman Sons, Holdtime Products Co., Home Mfg. Howard Eastman.

### I

Illinois Pac. Glass, Independent Smelting.

### J

Jaussen Shoemaker.

### K

Kennerson Mfg., Keyston Bros., Geo. W. Kinross, Knight-Counihan, Kraft Cheese, H. Koch & Sons.

### L

Langendorf Bakeries, Leslie Salt, John Lincoln Co., Thos. Lipton, Long's Calif. Products, Lampert Leather Goods.

### M

Majestic Bottling Co., Majestic Electric Appliance, C. A. Malm, Marek Brush Co., Marshall-Stearns, Market St. R. R. Co., Matte, Inc., McGilvray & Raymond, Meyers Soda, Milo Lamp, M. J. B., Mutual Biscuit, Mullen Mfg. Co., Mutual Engraving, McClintock Stern, Mission Foundry & Stove, Moore Dry Dock, Walton N. Moore.

### N

National Motor Bearing, National Paper Products, Neustader Bros., New Continental Bakery, Nicol Art Co., Neon Window Display.

### O

Oscar Krenz Copper.

### P

Pac. Bone & Coal Fertilizer, Pac. Carbon, Pac. Coast Bayon, Pac. Felt, Pac. Gear Tool Works, Parafine Co., Frank E. Patrick, Pioneer Rubber Mills, Planters Nut & Chocolate, Plant Rubber & Asbestos.

### R

Paul Reiger, Roberts Mfg., Rough Rider Overalls.

### S

Samarland Co., Sandman Mattress, L. Samter, S. F. Assn. Blind, S. F. Milling, Sartorius, A. Schilling, Schwabacher-Frey, Shasha Walter, Sidley Co., Simmons Co., Simons Mattress, Synder Knitting Co., Ernest J. Sultan, Superba Packing, Sussman Wormser, Shell Oil Co., Standard Oil Co., Star Can Opener, Sunset Feather Co.

### T

Tea Garden Products, Tubbs Cordage.

### U

Union Litho, U. S. Metal Products.

### V

Vivienne Creations, Virden Packing Co.

### W

Wells Mfg., Wesix, Western Stopper Co., Workman Packing, Wuellers White Kitten Lamps, Wooden Box, William Wallace Co., Western Meat Co., Western Fishing Rod Co.

## MANUFACTURERS DISPLAYING THEIR OWN PRODUCTS

Calif. Optical Co., Chini-Boretta Optical Co., Claves, H. S. Crocker Co., Inc., Engleson & Co., Paul Elder, Eugene Dietzgen Co., Everbright Mfg. Co., Games & Walrath, Golden Gate C. S. H., Hirsch & Kaye, Jaeger, Joseph's, Sidney Kahn, H. Liebes & Co., A. Lietz Co., Moise-Klinkner Co., Paragon, M. Robertson, S. & G. Gump Co., Shreve & Co., Tewatson's, Inc., Zinke's, A. G. Spalding, Oregon City Woolen Mills, Gantner & Mattern, Gerlach's, Rucker Fuller.

# Ten Years of the League of Nations

By TULLY C. KNOLES

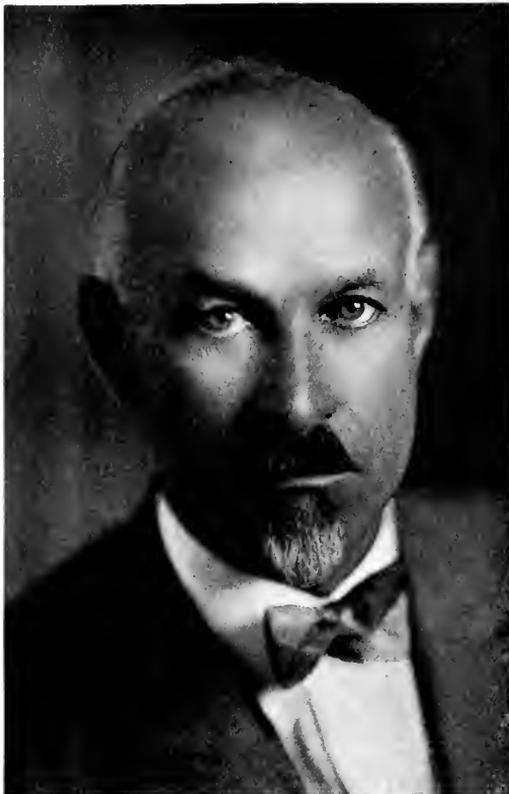
*President of the  
College of the Pacific*

**T**HE most terrible war of all history closed with all nations seemingly so war weary that they were ready to try any experiment to end war for all time.

The Treaty of Versailles was not a peace document; it has not proved to be so. In it was the Covenant of the League of Nations. All credit should not go to Woodrow Wilson for the League; others helped—but on the wall of the Palace of the League of Nations in Geneva are these words: "To the memory of Woodrow Wilson, President of the United States and Founder of the League of Nations. By the City of Geneva."

It would benefit nobody to recite the facts concerning the failure of the United States to ratify the Treaty of Versailles and enter the League. Nor am I certain that America will ever enter it, but I am certain that the citizens of America ought to be informed concerning its life and the scope of its activities. Again it ought to be conceded that our original idea that the League could not live without our participation was erroneous; it is doing many things very well indeed, sometimes with us and sometimes without us.

It is my opinion that Americans look upon the League's task as that of war prevention, while in reality its task is that of peace promotion. There is a difference. The machinery is set up for war prevention, and there are no less than nine cases where the machinery has worked successfully,



and we are all grateful that it has; for we have had no devastating international war.

However, it is impossible to estimate the value of the League as a promoter of peace, for it is impossible for us to know how deep and how far-reaching its influences have been.

In the first place, the European continental title is "Society of Nations," while in English we say "League." "League" connotes to us super-government, while "Society" connotes association. Then again, we are written constitution-minded, while Europe looks upon constitutions as bonds to hold together for action.

From an American standpoint, the Covenant of the League ought to indicate under all circumstances what action might be taken at any time in the future, while from the European standpoint the institution of the League is more important than any words contained in its constitution, for if the institution is there the Europeans think that it can function as needs arise, and not in a specific and rigid way.

There are a number of ways in which the League is doing excellent service all of the time. I can only mention a few of them.

[continued on page 29]



## Competitive in Price— yet not a by-product

**H**ERE is an automatic burner oil that is specially and painstakingly refined for just that use. ASSOCIATED AUTOMATIC BURNER OIL comes direct from the original distillation process.

It is amazingly free from the impurities common to ordinary fuel oils.

That's why, in the Pacific Northwest, Associated supplies some 75% of the fuel oil for domestic heating. That's why, in California, too, ASSOCIATED AUTOMATIC BURNER OIL finds increasing demand among owners of oil-burning equipment.

## ASSOCIATED AUTOMATIC BURNER OIL

ASSOCIATED OIL COMPANY

*Refiner and Marketer of  
Associated Gasoline, Associated Ethyl  
Gasoline, Cyclo Motor Oils and Greases,  
and Burnbrite Kerosene*

## Manufacturing and Distribution

[continued from page 15]

business men as advisory committees on manufactures and distribution. These business men have given of their time unremittingly in order that manufacturers and distributors—large and small—in every community throughout the country, might have accurate, timely, and practical data for use in the solution of their production and marketing problems. They have determined not only to collect the basic data, but they hope to be able through an intensive educational program, of which today's meeting is a part, to indicate to the manufacturers and distributors of every community how they can use this information in the solution of their production and marketing problems. In other words, they are endeavoring to provide the manufacturers and merchants with a chart which will serve them as a guide in the working out of their production and marketing programs.

In my rather intimate contact with business men throughout the country I am sorry to say that I have often heard the following statement: "I can't see where this data on manufacturing and merchandising is going to be of any practical value to me in my business." In this era of keener and keener competition a man needs every scrap of information he can grab onto, if he expects even to keep his head above water.

You ask this question: "As a manufacturer just what can this census do for me and my organization?" That is a fair question and demands a fair answer. Let me itemize for you just a few of the possible uses of these Government data as I see them.

1. The data on production will give you a very clear picture of the volume of commodities which is being added to the supply of your industry. They represent the actual measurement of operations and reflect the degree of prosperity in your industry. The proper regulation of production plays a very important part in the success of any business, since too large production may leave unsold stocks on hand which can only be disposed of at a sacrifice, while too small production will result in loss of opportunity for sales and profit. Only through a thorough knowledge of the volume of current production can your firm expect to make a proper adjustment of its own operations.

2. You may be working your plant at capacity and may feel that an expansion of your production equipment is warranted. But before such an extensive plan of expansion is undertaken it is essential that you study the relationship between plant capacity and actual production in your industry as a whole. If you find that your industry is busy at only a fraction of its capacity, then the proposed expansion of your own plant may not at all seem warranted. For if

[continued on page 20]

# JERRY DAILY *Aboy!*

*The Chamber's New  
Flagship Goes on  
the Job*



*The beginning of a life of usefulness. The new Jerry Daily taking to the water at South San Francisco last month.*



*A few of the celebrants at the launching of the Jerry Daily. Seated in the foreground to the right is Mr. John C. Rohlf, and beside him his little daughters, Doris and Beatrix who officiated as sponsors.*

**W**HEN little Doris, 9, and her still littler sister Beatrix, 7, who are the daughters of John C. Rohlf, christened the good ship Jerry Daily last month they initiated a San Francisco-made seagoing craft that can go up against the Malolo or the California any day. The Jerry Daily is the flagship of the Chamber of Commerce fleet, which consists of the Jerry Daily, and Mr. Rohlf is chairman of the Chamber's Marine Committee.

When you say the Jerry Daily can go up against the Malolo you're not exaggerating, for from now on she'll go up against every vessel entering the Golden Gate, day or night, and that means about seven hundred of them each month. And if you think she's not seagoing take a look at her license, which rates her twenty-six miles off shore.

The new Jerry Daily replaces the Chamber's former boarding boat of the same name, which the Chamber of Commerce inherited when it purchased the Marine Exchange a few years ago. And it in turn replaced an old Whitehall craft that was propelled by man power. The first Jerry Daily was in commission fourteen years, and rescued many an airplane pilot that had fallen in the bay. Once she salvaged a floating sack of mail,

saved the pilot and then towed the wrecked plane ashore. It was just a part of the day's work.

The new craft is bigger and better, and stronger and faster than the old. She can comfortably carry sixteen passengers, but is limited by law to twelve and the pilot. She is thirty-four feet, six inches long, with bronze stern and guards; nine and a half feet in beam and draws three and one-half feet of water. Among her many improvements is a self-baling cockpit. A twenty-five horsepower heavy duty gas engine shoots her ahead at the rate of nine and a half miles an hour and she cost about \$5000 to produce.

The home port of the new Jerry Daily, like that of her predecessor, is Meiggs Wharf, where the Chamber maintains a crew of four seagoing men and a clerk.

As a vessel passes in the Gate the Daily shoves off and is soon alongside. She learns the captain's name, what the vessel has aboard, the official time of the voyage, and other important information. Assuming that she meets seven hundred vessels a month, and averages two miles to the trip, she rattles off about 16,800 miles a year, or the equivalent of four round trips to Honolulu. Not so bad for a little flagship, and if business keeps up maybe some day she'll have a little sister. Who can tell?

The Jerry Daily was built in the South San Francisco yards of Anderson and Cristofani, and was put in commission a few days after her launching on Wednesday, February 19. The affair was the motif for appropriate festivities.

FEATHER  
RIVER  
CANYON

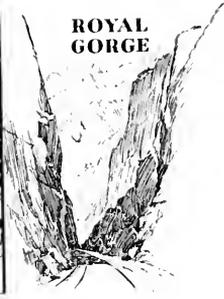


SALT LAKE CITY



MORMON TEMPLE, SALT LAKE CITY

ROYAL  
GORGE



To see them all  
on your way EAST  
go  
**WESTERN PACIFIC**

IT'S the *direct* way through the West's great wonders—the Feather River Canyon of California, the purple-hazed mountains of Nevada, and then by direct connection at Salt Lake City without change of cars, you spend a whole day among such world-famed sights as the Canyon of the Colorado, Eagle River Canyon and the Royal Gorge in the Colorado Rockies.

Make your Eastern trip *more* than a journey—it can be a memorable adventure in scenery. Call, write or telephone for interesting illustrated booklets.

The  
**FEATHER RIVER**  
Route



Booklets, information and reservations from:  
WESTERN PACIFIC TICKET OFFICE  
654 Market Street (across from the Palace)  
Also Ferry Building—San Francisco.  
Phone SUtter 1651

WESTERN PACIFIC—SACRAMENTO NORTHERN—TIDEWATER SOUTHERN

## Manufacturing and Distribution

[continued from page 18]

your competitors cannot find sufficient business to keep their plants working at anywhere near full capacity you will want to think well before joining their level with expensive idle plant on your hands.

3. Data on shipments indicate the consumption of a product even better than production, because they are nearer to the consumer, and they disregard production for stock. As a manufacturer you will want to study carefully the latest shipment data as showing the consuming power of the country for your product, particularly in comparison with previous years. Through these studies of shipments you will be enabled to very accurately forecast future consumption.

4. I need hardly mention the great value to you as a manufacturer of the latest data on inquiries by buyers and actual receipt of new orders. A quick check will show you with certainty whether your sales department is keeping up with the general trend in new business—as indicated by inquiries and orders placed. Data on inquiries by buyers have become more and more essential to manufacturing executives as competition has become keener and keener.

Other data of very large practical value to you as a manufacturer are those on employment trends, price trends, imports and exports, consumption of raw materials, stocks on hand, orders accepted, cancellations, collections, etc. Each of these have many angles bearing upon the progress of present and future manufacturing.

You who are merchants also have found, I am sure, that the solution of your problems came swiftly or slowly in direct proportion to your application of the dictum that the "Lord helps him who helps himself." One of the fundamental facts which all merchants recognize today is that modern distribution is by no means the simple matter it once was, when it was entirely a seller's market. Then it was sufficient for the retailer merely to provide a stock of goods; the customer had to live, he had to eat, he had to clothe himself, he had to have fuel—and he was given no particular attention or consideration. Today the situation is quite different. The merchant has a real selling problem continuously before him.

It has been estimated by the Department of Commerce that three-quarters of the business of most mercantile concerns is done on one-quarter of the inventory items. In its wholesale grocery study the department found that four types of commodities provided 42 per cent of its sales, while four other groups of commodities furnished 49 per cent of the inventory and only 17 per cent of the sales. On the other hand, one outstanding light of this survey was an independent grocer who does an annual

[continued on page 32]

# Serving the EMPLOYER and EMPLOYEE

[ By WARREN H. McBRYDE  
Treasurer Community Place-  
ment Bureau ]

THE Community Placement Bureau completed its first ten years of service to the business houses of San Francisco on February 1.

valuable service could be performed for the employer by a saving of time and labor turnover through careful classification of applicants, by skillful placement in employment, and by an efficient staff with a sincere desire to render the best service to both employer and employee.

It was Mr. Dohrmann's aim and ambition that the bureau should perform the highest and best service and yet at the lowest reasonable cost to the employee, in this way to effect the greatest saving to the employee at a time when it meant most to the one unemployed.

The Community Placement Bureau has never charged over ten per cent of the first month's salary. The first few years operations experienced a consider-

[continued on page 34]



Above, A corner of the reception room in the new quarters of the Community Placement Bureau.



Left, One of the placement clerks in the men's department.

Fred Dohrmann, Jr., for many years a deep student of employment problems, conceived the idea, and was firmly convinced, that a ten per cent placement bureau could be made to render a distinct needed service and yet with this low fee pay expenses. With this conviction he created and, with the cooperation of a number of companies and individuals, who employ many persons for office positions in San Francisco, organized the Community Placement Bureau. It began to serve the employer and employee on February 1, 1920.

It was a well recognized fact that a most



A meeting of the board of directors.

## Events in Washington

[continued from page 11]

been the increase of group systems of banks. These are institutions that are brought together under unified control, with some degree of centralized management through the acquisition by an individual or a corporation, of a controlling interest in their stock issues. Technically, each bank in a group is a separate corporation operating with its own capital and under a local board of directors. At the end of June, 1929, there were 230 such group systems of banks in the United States numbering 2,000 banks in all.

Secretary Mellon, in his recent letter

to the committee considering the legislation, recommended giving support to branch banking rather than to group banking because of the better supervision that could be maintained by a central office over the branches or members.

The Secretary then added:

"The time has come when it would seem to be wise to undertake a thorough study of the situation with a view to determining the soundness of the present-day tendencies, and more particularly the limits of the economic units within which branch banking may be advantageously permitted."

**P**RESIDENT HOOVER has finished his first year in office, with more facts known regarding federal activities and the economic structure of the government than probably at any other time of American history. No other President has gone to the expense and trouble of gathering facts as Hoover has in the first twelve months of his administration. Being of an engineering turn of mind, the President desires to make his decisions on facts rather than guesses. This accounts for the large number of fact-finding bodies he has appointed and the many queries which American business men have received from federal authorities seeking information.

The President has proceeded with this policy of getting facts in the face of the charge of his adversaries that he seeks to divide responsibility and postpone a decision by appointing commissions and

boards to investigate matters of public concern. The President only smiles when this charge is made, for he is convinced that the wisdom of his course will be evident before he finishes his term.

Some of the outstanding accomplishments of the Hoover administration are:

Enactment of the Farm Relief bill.  
Initiation of the movement that led to the London Naval Conference.

Conferences called of industrial and labor leaders to check recession in business and unemployment following stock market crash.

Appointment of law enforcement commission.

Reorganization of federal departments.

Tax reduction law which will lighten federal tax burden \$160,000,000 a year.

Reapportionment of congressional districts.

Adjustment of boundary disputes between Guatemala and Honduras and Peru and Bolivia.

Construction program for federal buildings in District of Columbia and throughout the country.

Flood control activities.

The initiation of engineering preparedness for the improvement and construction of a series of inland waterways.

The improvement of the foreign service of the United States.

Development of the American Merchant Marine.

### EXPERT

## DIRECT MAIL SERVICE

Typing, Addressing, Mailing  
Mimeographing, Multigraphing  
Multi-Color, Printing

Our Telephone GArfeld 4679

**HARRIS LETTER PRESS SYSTEM**  
216 Pine Street, San Francisco

#### MEMBERS

New York Stock Exchange  
New York Cotton Exchange  
New York Coffee &  
Sugar Exchange, Inc.  
New York Produce Exchange  
New York Curb Market  
Rubber Exchange of N. Y., Inc.  
New York Cocoa Exchange, Inc.  
Chicago Board of Trade  
Chicago Stock Exchange  
National Raw Silk Exchange, Inc.  
National Metal Exchange, Inc.  
Dallas Cotton Exchange  
Houston Cotton Exchange



#### MEMBERS

Los Angeles Stock Exchange  
Los Angeles Curb Exchange  
Memphis Cotton Exchange  
New Orleans Cotton Exchange  
New Orleans Stock Exchange  
San Francisco Stock Exchange  
San Francisco Curb Exchange  
Seattle Stock Exchange  
Seattle Grain Exchange  
Toronto Stock Exchange  
Vancouver Stock Exchange  
Winnipeg Grain Exchange  
ASSOCIATE MEMBERS  
Liverpool Cotton Association

# E. A. PIERCE & CO.

301 Montgomery Street . DAVENPORT 8200  
SAN FRANCISCO

360 Fourteenth Street . HOLLIDAY 7500  
OAKLAND

Home Office:  
11 Wall Street, New York City

#### Western Branches:

San Francisco  
Oakland

Seattle  
Tacoma

Los Angeles  
Pasadena

Portland  
Vancouver

Private Wires to Principal Cities

# The WEST'S FURNITURE CENTER

[continued from page 8]

"Dissatisfied customers" are building San Francisco as a furniture market. No more can the progressive dealer buy house furnishings from a catalog. And the furniture salesman cannot carry his line with him. To see the new, the dealer must go to market.

New York, Chicago and Grand Rapids for many years were the manufacturing and market centers of the country for furniture. Here transportation, as in the selection of sites for new plants, enters as an important factor. Because of the time and expense involved, a large number of western dealers found it impossible to go to eastern centers to do their buying. Yet their women customers demand the same quality and style as their eastern sisters, since both read the same women's magazine articles on new furnishings.

Sensing the need for a western furniture market center, Mr. Harry J. Moore in 1916 established the San Francisco Furniture Exchange in the upper floors of a building on Market Street.

As the result of a steady increase in business year by year larger quarters became necessary and the present eight-story and basement, concrete building was planned and erected. The building in which more than 350 manufacturers display their wares was dedicated in 1921 by Dr. Aurelia Henry Reinhardt under the auspices of the San Francisco Chamber of Commerce.

Here in attractive settings the dealer may examine the finest products of both eastern and western factories. Products of local metal and wooden furniture factories, mattress concerns, stove and furnishing manufacturers compete side by side with eastern products on a basis of price, quality and attractiveness.

By attending the semi-annual San Francisco Furniture Market Weeks, as well as between the events, the retailer may see and select his stock for the coming seasons without the necessity of visiting a number of centers or of making long trips to eastern centers.

Over a period of years the Exchange has carried on an extensive direct mail campaign to popularize San Francisco as the industry's western market and style center. During the last two seasons, the San Francisco Chamber of Commerce in its domestic trade promotional work, has augmented this advertising with intensive publicity and advertising campaigns designed to reach every dealer and city of importance from the Pacific to the eastern border of the Rockies.

How well this work has succeeded is best illustrated by facts from a recent report of President Moore of the Furniture Exchange, in which he predicts that California's furniture business is headed for a record-breaking prosperity.

At the recent six-day meet from January 27 through February 1, more than 1800 buyers, a 10 per cent increase over last July, were in attendance. Considering that there are 3973 retail furniture

dealers in the West this is a splendid showing, although, of course, more than one dealer represented a store in some cases.

These hundreds of buyers, coming from every western state and Hawaii, viewed the furniture on exhibition and bought heavily. Buying in line with the increased attendance showed a 10 per cent increase. All lines of merchandise showed good gains.

"The success of the meet," Mr. Moore states, "indicates that San Francisco may now be classed with the other two great

furniture centers at Grand Rapids and Chicago. Not only are we definitely established as the western center for furniture distribution, but even greater increases in business are expected at the next market this coming July."

Figures developed by the Chamber of Commerce Industrial Engineer from the U. S. Distribution Survey bear out this conclusion. The San Francisco Metropolitan Area buys \$26,852,000 worth of furniture annually; northern California, \$46,788,300; and the western states, \$201,240,000.



## Fireman's Fund Insurance Company

J. B. LEVISON, *President*

<b>Paid Up Capital</b>	- - -	<b>\$7,500,000</b>
<b>Policy Holders Surplus</b>	- -	<b>\$20,000,000</b>
<b>Unearned Premium Reserve</b>	- - -	<b>\$15,335,000</b>
<b>Total Assets</b>	- - -	<b>\$39,800,000</b>

### Directors

- FRANK B. ANDERSON, *Chairman, Board of Directors, The Bank of California, N. A.*
- EDWARD I. CAIRNS, *Vice-President, Fireman's Fund Insurance Company*
- WM. J. DUTTON, *Retired*
- EDWARD L. EYRE, *President, Edward L. Eyre & Company*
- MORTIMER FLEISHACKER, *President, Anglo-California Trust Company*
- A. P. GIANNINI, *Chairman, Advisory Board, Transamerica Corporation*
- J. B. LEVISON, *President, Fireman's Fund Insurance Company*
- CHARLES R. PAGE, *Vice-President, Fireman's Fund Insurance Company*
- HENRY ROSENFELD, *President, John Rosenfeld & Sons*
- F. W. VAN SICKLEN, *President, Dodge, Sweney & Company*
- FRANKLIN A. ZANE, *Vice-President, North American Investment Company*

## FIRE • MARINE AUTOMOBILE

To include such other articles handled in the Exchange, such as house furnishings and stoves, even though figures are not available for all articles we find that the local bay area market purchases a total of \$54,612,000; Northern California \$182,566,500; and the West, \$409,440,000. Here is the tremendous market of eleven million people which may be developed from San Francisco.

Let us consider the factors which make the development of this immense furniture market from San Francisco possible. For several years industry has so improved production methods that but little savings can still be expected. Business is now attacking the problem

of distribution, which in itself is distinctly to the benefit of the West in its remote situation from eastern centers.

One of the important elements of distribution is transportation. Unlike the balance of the country where markets are the principal motivating influence in the selection of industrial sites and transportation the third in order of importance, a recent survey made by the Metropolitan Life Insurance Company indicates that these factors are reversed in their order of importance, and transportation is dominant in the selection of sites.

What is true for new industrial locations, also applies to distributing ware-

houses, area headquarters and such buying centers as our own furniture mart. Here, because of its strategic geographic position, San Francisco is ideally situated to dominate the West as the furniture market center.

Data developed by the Chamber of Commerce Industrial Department indicates that San Francisco offers the advantage of *lower* freight rates to 50 per cent of the western states' population; *lower or equal* freight rates to 74 per cent of the population of the western states; *lower* freight rates to points west of the Rockies than from the Mississippi Valley, and *lower* freight rates to serve the 25,000,000 people living between the Mississippi River and the Rockies than from the Atlantic Coast. Even greater savings may be made where water shipments are either direct to destination or combined with rail or truck. Motor trucks may be used in the immediate area surrounding San Francisco.

In the point of time, first morning express deliveries may be made on goods shipped on evening trains within a 300-mile radius, including western Nevada; first afternoon deliveries in the Los Angeles area and southern Oregon; second morning or afternoon deliveries in the southernmost parts of California, Arizona, the balance of Oregon and in Washington; and third and fourth day delivery in the balance of the western states. Freight takes from one to three days longer.

With more advantageous rates and delivery time to the majority of the western states' population than from other coast centers, and with favorable rates and delivery time on a parity with the Middle West in the mountain states, conditions are ideal for the development of this furniture market by San Francisco.

In addition to being the market center for the retail furniture business, San Francisco is also the organization headquarters. In July of last year, the Western Furniture Conference—an affiliated body of the five retailer organizations—was organized here. Frank K. Runyan, managing director of the California Retail Furniture Association with offices in the San Francisco Furniture Exchange, was elected secretary of the new body, which places the executive offices of the new organization here. Since its initial meeting, a second meeting was held during the recent market week, thus tying the retailers closely to this section.

#### ALSO DEVELOPING INDUSTRIALLY

We has considered the manner in which San Francisco has gradually increased its importance as a market center for furniture, not only for local and eastern firms but also for those in other coast cities. Now let us consider the significance of this distribution growth to the development of the furniture industry here.

As has already been stated, the predominant reason influencing the selection of a particular site for industries locating

## TIME

### That Precious, Record-breaking Flyer

If it were possible for Modern Accountancy to check up *Time lost* in any single industry; and to value that Time on the basis of Time profitably employed, the result would mean... *What wouldn't it mean?*

Time is the rawest of all factors in Business; and yet the most possible of profitable refinement. What is made of it is a matter of individual capacity. *Management* is Time's alchemist. With its human chemicals of mind, of vision, Management sees the hidden opportunity in the rough minutes as they come—takes it as they pass—and strings their flight into precious hours of service.

Modern Accountancy performs no magic with Time. It works only with the cold, hard facts and figures. But it works in the light of the needs of industry *today*—a light which reveals, perhaps more clearly than anything else, *the value of Time!*

## ERNST & ERNST

### CERTIFIED PUBLIC ACCOUNTANTS

914-925 RUSS BUILDING, SAN FRANCISCO

F. A. LINDEN, C. P. A., CALIF., RESIDENT PARTNER

AKRON	DALLAS	INDIANAPOLIS	NEW YORK	SAN FRANCISCO
ATLANTA	DAVENPORT	JACKSON, MISS.	OMAHA	SEATTLE
BALTIMORE	GAYTON	KALAMAZOO	PHILADELPHIA	TAMPA
BIRMINGHAM	DENVER	KANSAS CITY	PITTSBURGH	TOLEDO
BOSTON	DETROIT	LOS ANGELES	PORTLAND, ME.	TULSA
BUFFALO	ERIE	LOUISVILLE	PROVIDENCE	WACO
CANTON	FORT WAYNE	MEMPHIS	READING	WASHINGTON
CINCAGO	FORT WORTH	MIAMI	RICHMOND	WHEELING
CINCINNATI	GRAND RAPIDS	MILWAUKEE	ROCHESTER	WILMINGTON, DEL.
CLEVELAND	HOUSTON	MINNEAPOLIS	ST. LOUIS	WINSTON-SALEM
COLUMBUS	HUNTINGTON	NEW ORLEANS	ST. PAUL	YONKOSTOWN
	W. VA.		SAN ANTONIO	

in the Pacific states was transportation facilities, according to the Metropolitan Life Insurance study of all industries. The other reasons in the order of their importance are materials, markets, labor, living conditions, power and fuel, near related industries, and available factory buildings.

The report also states that branch plants and the organization of new industries made up practically all of the gain of the coast states during 1926-27, the years under consideration. Branch plants established in these states by eastern concerns were, as would be expected, frequently placed here to overcome the handicap of distance in competing for the Pacific market. This bears out our contention that it is most advantageous to distribute from San Francisco, the center of the West.

In the matter of materials local firms are gradually meeting and overcoming what formerly were obstacles. Mattress concerns are using California long staple cotton and short staple cotton Kapok is brought in from the Orient by the same splendid steamship services available for certain foreign trade business. Concerns using hardwoods in furniture-making use the same services, while coastwise shipping services bring lumber from northern California, Oregon and Washington; steel-using concerns making metal furniture or using springs, etc., in their products roll some of their own materials as in the case of the Simmons Company, but others import these supplies from eastern centers. This condition may be overcome with the growth of the bay region steel industry. Practically all fabrics, with the exception of some canvas and burlap, is woven in eastern mills. The future may see a wider development of the cotton and woolen industries to serve these needs from coast concerns.

In considering markets for local industries, it is sufficient to say that the rapidly developing exchange, and the numerous wholesale houses outside of the exchange are adequately serving established furniture manufacturers.

The following statements from national furniture concerns operating here indicate favorable labor conditions:

"At no time have we found any difficulty in filling our wants in skilled and unskilled labor and we have never had a strike or walk-out in our plant.

"Our labor is costing us approximately the same as in our eastern plants and as a whole is very steady. At no time during the year do we experience any ill effects from climatic conditions, in fact the weather is so favorable to labor that workmen may always work at top speed with a very low average of fatigue."

In addition to good housing conditions, ample facilities for year around outdoor recreation and splendid schools, San Francisco's best qualifications for good living conditions are best reflected by government reports indicating that living expenses are lower here than in any other large city in the country. Further

proof of this fact is the wide spread between earnings and living costs, a relatively high per capita savings deposit of \$720 and a large percentage of home owners.

Public utility rates for power and fuel compare very favorably with other furniture manufacturing centers. Hydro-electric power rates are low and an abundance of low priced natural gas is now available in this area.

Plenty of low priced industrial land can be secured for furniture factories and building costs are considerably less than in eastern furniture centers, since lighter construction is possible and no winter conditions need be provided for.

The present industrial development of the San Francisco Bay Region provides most of the requirements of furniture factories desiring to be near related industries with the exceptions noted above when considering available materials.

Several national concerns such as the Kroehler Manufacturing Company, world's largest makers of living room furniture; the Simmons Company and Rome Co., Inc., the country's two largest makers of metal furniture have already stamped their mark of approval on this community as a place from which to distribute nationally advertised furniture made in their branch plants here.

The Simmons Company, the largest of

## Buick builds *extra thousands* of miles into every Buick . . .

*that you may have finer performance as long as you drive your car. And motorists reward Buick by purchasing more than twice as many Buicks as any other car priced above \$1200*

When you buy that new car, will you face the months and miles ahead with *hope* or with *certainty*? Choose a Buick and you will have certainty. For a Buick holds scores of thousands of miles of as positive motoring satisfaction as it's possible to buy.

### *More and Better Miles*

*Miles!* That's what you buy when you buy any car. The number of miles it holds, and the quality of those miles, determine its value. A Buick comes up to the 50,000-mile mark performing brilliantly, and with strength and stamina for many additional thousands. A Buick gives you *more miles, and better miles, as over 2,400,000 Buicks have proved.*

### *The Whole World Knows Buick Stamina*

Consult the records. Realize that these 2,400,000 Buicks have delivered billions of miles of swift, smooth, spirited performance. Realize that hundreds of thousands of Buicks from 6 to 15 years of age are still in service. Ask Buick owners, many of whom are driving Buicks with more than 100,000 miles on the speedometer.

### *Carefree Performance As Long As You Drive*

And remember—you reap the benefit of Buick's extra mileage whether you drive your Buick 10,000—50,000—or 100,000 miles. You reap the benefit in finer, more faithful performance, mile after mile. You obtain greater motoring satisfaction, in every way, every day you drive your car.

### *Spring is Just Around the Corner!*

The finest motoring season of the year is at hand. So marked is public preference for Buick with Body by Fisher that *two* people buy Buicks for every *one* buyer of any other car priced above \$1200. Make certain of flawless performance and reliability today, and *continued* fine performance and *continued* value in the months and years to come. *Buy a Buick.*

Three series—three wheelbases—three price ranges, with 15 body types. Series 40: \$1260 to \$1350—Series 50: \$1510 to \$1540—



Series 60: \$1585 to \$2070, f. o. b. factory. Special equipment extra. All available on the liberal G. M. A. C. time payment plan.

**HOWARD AUTOMOBILE COMPANY**  
 SAN FRANCISCO · · OAKLAND · · PORTLAND · · LOS ANGELES  
 WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM

the local branch plants of national concerns, occupies four large buildings on portions of three city blocks in which an average of 750 people are employed. In this plant full lines of both coil and link spring beds are made. Angle iron and form tubing are made here in their steel rolling mill for both this plant and another one at Elizabeth, New Jersey. In addition to the metal furniture operations this concern has the largest mattress factory in the West, which is a portion of the plant. Other types of furniture handled by this branch of the concern are brought from their eastern plants and distributed from San Francisco.

The Rome Company, Inc., operates in a manner similar to the Simmons Company although no steel rolling is done here. Steel tubing, already welded is brought to this plant where it is shaped and made into various kinds of furniture. The company employs 190 people in its largest three-story building from which its products, made here and shipped in from eastern plants, are distributed throughout the West.

In the furniture line, the Kroehler Manufacturing Company is the largest concern of its kind in this city. This concern dries its hardwoods and other lumber in its own sheds, from which they are carried through various milling operations in the company plants. Including the staff of upholsterers, who complete the making of this company's line of

living room furniture, the Kroehler concern employs upwards of 150 people. As the result of its recent purchase of the Luce Manufacturing Company, a large eastern maker of bedroom furniture, it is generally believed that this type of those furnishings may also be made here in the near future.

The Simon Mattress Manufacturing Company, although not a branch of an eastern concern, may be classed in a similar manner. Through franchise arrangements it manufactures nationally advertised mattresses. More than 150 people are employed in its new quarter-million-dollar plant.

John Hoey & Company, San Francisco's pioneer mattress factory is noted for its products which have been marketed in the West for many years and is one of the outstanding firms of its kind in the city.

In addition to wallbed factories and makers of household furnishing accessories, other prominent furniture-making firms include Dieringer Brothers, makers of living room, bedroom and breakfast sets; American Bedding Co., manufacturers of day beds and wardrobe couches; Bell Chesterfield Bed Company, overstuffed furniture manufacturers; Frederick M. Gilberd, period and upholstered furniture; Globe Furniture Mfg. Co.; Jensen-Conradi Company, makers of upholstered furniture, Chesterfields, chairs, etc.; Acme Bedding Company; Edward McRosky Mattress Co.,

Inc.; Metropolitan Furniture Mfg. Co., upholstered living room furniture; New York Bedding Co., makers of overstuffed furniture, library tables; O'Neill Gravem Co., Inc., manufacturers of tearoom furniture, breakfast sets, etc.; Rightway Upholstering & Furniture Mfg. Co., Inc., Chesterfield and overstuffed furniture; and Ernest J. Sultan Mfg. Company, makers of upholstered, leather and mahogany dining room, living room and library suites, chairs, tables, etc.

With San Francisco making \$13,125,-003 worth of the West's furniture consumption which exceeds \$201,000,000 there is plenty of room for further development of branch offices and warehouses, through expansions of existing factories and the establishment of new ones.

A program of development planned to take advantage of the established furniture market center here should not only keep this the "Furniture market and style center of the West," but should also make San Francisco western headquarters for both independent and branch factories.

*Secure your*  
**OPERA TICKET**  
*Today!*

# 1-2-3-4-5-6

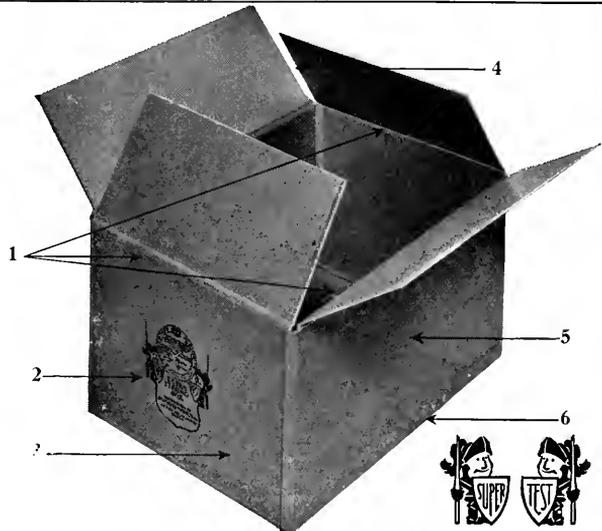
Plain Facts that Explain *Why*

## FIBREBOARD

Super-Test Shipping Cases Deliver Your Goods *Better*

### FACT No. 4

**Clean Cut Slots**—Notice how sharp and clean cut the slots are. This patented slot, besides giving the box a fully closed, tight-fitting corner, adds to its fine appearance.



#### Mill and Factories:

San Francisco	Stockton	Antioch	Vernon
Southgate	Los Angeles	Port Angeles	Sumner
Port Townsend	Philadelphia	Honolulu	Kahului

#### Sales Offices:

SAN FRANCISCO, LOS ANGELES, PORTLAND,  
SEATTLE, CHICAGO, PHILADELPHIA,  
SALT LAKE CITY, OAKLAND

**FIBREBOARD PRODUCTS INC.**  
RUSS BUILDING, SAN FRANCISCO

# Calif. Navy Air Base

[continued from page 13]

The board considered ninety-seven west coast locations and seven locations in states not adjacent to the coast. The latter were not included within the scope of the investigation. After careful consideration of all information available fifty-two of the ninety-seven locations were eliminated. The board inspected the forty-five remaining locations, of which thirty-seven were eliminated after comparison with the locations which more nearly met all requirements. The group of eight locations remaining after this elimination included two northern three central and three southern west coast sites, and from these Sunnyvale and Camp Kearney were selected as the most suitable for the airship base.

The inspections were completed on August 3, 1929, and the board returned to Washington. After careful consideration of all factors and characteristics four members of the board, Rear Admiral W. A. Moffett, chief of the Bureau of Aeronautics, Commander Garland Fulton, in charge, Lighter-than-Air Division, Bureau of Aeronautics, Lieutenant Commander C. E. Rosendahl, in charge of Rigid Airship Training and Experimental Squadron and Lieutenant Commander E. L. Marshall, Civil Engineering Corps, recommended that the proposed naval airship base be established on the 1700-acre tract at Sunnyvale, California. Rear Admiral J. M. Reeves, General Board, the remaining member of the board, concluded that the site at Camp Kearney was more suitable than the site at Sunnyvale.

Secretary Adams transmitted this report on December 4, 1929, to the president of the Senate and the Speaker of the House, stating: "Either of the locations recommended would in my opinion be satisfactory for an airship base. In accordance with your instructions, I recommend the Camp Kearney base because it is probably somewhat better strategically and because it will allow a closer contact and better cooperation with the fleet."

Two days after this report was transmitted to Congress, Representatives Philip D. Swing and Arthur M. Free introduced bills authorizing the acquisition of Camp Kearney and Sunnyvale respectively for the proposed naval air station. The Navy Department was thereupon requested to submit its views and recommendations regarding these two bills, and on January 31, 1930, Acting Secretary of the Navy Ernest Lee Jahncke communicated with the Chairman of the House Naval Affairs Committee, recommending that either bill be enacted.

When Secretary Adams and Rear Admiral Moffett return from the Naval Disarmament Conference, now being held in London, the House Naval Affairs Committee, in whose hands these bills now rest, will open hearings on the subject. The hearings will probably last from thirty to forty days. After careful

# INDUSTRIAL Development

Reported by the Industrial Department  
San Francisco Chamber of Commerce

## NEW INDUSTRIES

**THE HARRIS LETTER PRESS SYSTEM** has established offices and letter press print shop at 216 Pine Street and has installed new and modern equipment to give complete direct mail service. This new concern, with skilled operators in every branch of their work, creates and produces special designs required by various lines of business. Mr. Charles W. Harris, identified in San Francisco for many years in sales and advertising work, is owner and manager.

**CELIA AND SLUSAKOFF** have recently located in San Francisco at 253 Minna Street, where they are making paper ruling for the printing trade. Mr. Thos. Celia is manager of the new concern.

**THE CENTER SCORE BRIDGE TABLE COMPANY** have leased office

consideration of all data, the members of the House Naval Affairs Committee will proceed to the Pacific Coast to make a personal investigation of the sites and will thereafter submit its report and recommendations to Congress for approval.

and factory space at 527 Howard Street, San Francisco, for the manufacture of bridge tables. This new firm, occupying several thousand square feet of floor space, is under the direction of Mr. C. O. Sollow.

## EXPANSIONS

**THE AMERICAN ENGRAVING AND COLOR PLATE COMPANY**, manufacturers of color plates, copper half tones, line plates, mats and stereotypes, etc., are planning to move into their new three-story reinforced concrete building at 333 Fremont Street on the first of April of this year. This company, which was founded by Mr. H. J. Griffith, began operations in this city in 1915 with four employees. At the present time 100 people are employed. In the new building, which contains approximately 270,000 square feet of floor space, all new equipment of the latest designs to suit their business will be installed. The company will occupy the entire building, which has been constructed so as to provide for future expansion. One of the most interesting features of this new plant is the gallery which has been built on the roof. From this gallery it will be possible to photograph objects direct. Special driveways have been provided for motorcycles used to speed up service. In addition to manufacturing, this firm handles a complete art and electrolyte service. Mr. H. J. Griffith is president and Mr. R. P. Davis, manager.

# To Waikiki's Carnival on this MALOLO Cruise

7 days in the Islands  
in an ordinary vacation



**A** WEEK IN HAWAII—and at Carnival time!...What other vacation trip offers so much as this 4,500 mile cruise on the luxurious Malolo?

You sail Saturday, April 5. Your week in Hawaii includes the gay Spring Carnival and trips to Nuuanu Pali, Kilauea Volcano, Tree Fern

Forest. Returning, the Malolo lands you in San Francisco early Monday, April 21.

And the cost is so reasonable. Your expenses, covering everything, first-class exclusively, are as low as \$353.50. It will pay you to take an early vacation for this trip! Ask for special folder at any travel agency or

# MATSON LINE

25 steamers...fastest service

HAWAII • SOUTH SEAS • AUSTRALIA

215 MARKET ST.

DAvenport 2300

SAN FRANCISCO

## A Wagnerian Treat for Opera Lovers

NOT since 1900 has San Francisco had the opportunity of hearing the famed music-dramas of Richard Wagner, known as the "Nibelungen Ring," sung as a series and in their proper sequence. With the exception of "Tannhauser" and "Lohengrin," staged here a few

years ago by the Chicago Civic Opera Company, and the more recent "Tristan und Isolde" of a western operatic organization the music loving public of San Francisco has been dependent entirely upon the symphonic offerings of Alfred Hertz for its Wagnerian music.

This fact perhaps explains the unprecedented interest already manifested by San Franciscans in the approaching engagement of the German Grand Opera Company in Dreamland Auditorium for six nights and a matinee starting March 17, when Wagner's master works, including, besides the "Ring" operas, Mozart's "Don Juan," are to be sung.

Musical tradition is strong in San Francisco. Appreciation is keen and

emphatic. Just to cite one striking example let us mention the name of Luisa Tetrazzini, whose greatness as an operatic star was first fully acclaimed in this city and heralded to the world at large. Nothing really worthwhile in music or art has suffered the sting of indifference in the city that nourished and gave to posterity Lotta Crabtree, for instance.

From which it may be inferred that the coming of the German Grand Opera Company will mark an epoch in the cultural life of San Francisco. This organization lives up to that much-used theatrical word stupendous, for it is making the long trek across the continent, its first transcontinental tour, incidentally, in a special train of fourteen cars, seven of which are devoted to transporting the scenic and electrical effects required for the presentation of Wagner's master works in the manner that the German Grand Opera Company has set out to do them.

To appreciate the importance of this engagement a glance over the roster of singers will undoubtedly help. The eight brilliant sopranos entrusted with the leading feminine roles are headed by Mme. Johanna Gadski, who needs no introduction, for her fame is world-wide. Of the others, three, at least, are entirely new to American audiences, they being Meses. Margarethe Baumer, Milo Miloradovich and Isolde von Bernhard. Mme. Baumer sang the foremost dramatic roles at del Opera de Stuttgart and at the Civic Opera, Berlin, Paris, Barcelona, Geneva, Munich, Frankfurt, Vienna, Dresden and Cologne.

Among the tenors are a half dozen brilliant artists, some of whose names are familiar to music devotees, while others, famous in Germany and other countries of central Europe, are this season visiting America for the first time. All, however, are deeply steeped in the tradition of Wagner. Best known is Karl Jörn, formerly of the Metropolitan Grand Opera, New York, listed on the records as one of the greatest tenors. Then comes Johannes Sembach, co-star at the Metropolitan with Caruso in the hey-day of that artist's regime; Josef Lengyel, Gustav Werner, Rudolf Ritter and Alexander Larsen.

Wielding their batons over a symphonic body of fifty musicians, each an artist in his own right, are three conductors whose names mean something in the operatic world, all of them importations from central Europe: Ernest Knoch, Ernst Mehlich and Hans Blechschmidt.

The music dramas of Richard Wagner are unquestionably the most complete of all operas in that the composer has taken every possible detail into consideration, providing librettos taken from Norse legends that are exceedingly dramatic.

In closing it does not seem amiss to reiterate that this will be the first time in nearly thirty years that the "Nibelungen Ring" operas of Richard Wagner have been presented in San Francisco in their proper sequence.

# Natural Gas

— a safe fuel for  
heating your home

*Facts* published by the "National Board of Fire Underwriters" prove that gas fuel is the safest of all fuels.

Furthermore, physicians know that gas fuel is absolutely safe when burned in MODERN, UP-TO-DATE appliances. Perhaps you recall the old portable heating appliances which were connected with a flimsy rubber hose to a gas pipe. These appliances were not vented and the results were often unpleasant. People blamed the gas fuel. As a matter of fact, the blame should really have been placed upon the poorly-designed appliances. To judge modern gas-fired equipment upon the basis of such obsolete equipment is like comparing coal oil lamps with modern electric lights.

In modern heating appliances, Natural Gas burns in a steel firebox. The invisible products of combustion go outdoors through a chimney—just as smoke does from any fire. In no way can the gas escape into your home. That is why gas fuel produces healthful heat.

In addition, Natural Gas burns clean without any smoke or dirt. It is the easiest fuel to control and you can have an even, warm temperature in your home without any effort on your part. Furthermore, it costs 50% less to use Natural Gas than manufactured gas. In fact, the cost of using it is even cheaper than the cost of using any other fuel.

*For full details about heating equipment that burns the cheap Natural Gas, see a heating contractor or telephone or call at our office.*

PACIFIC GAS AND ELECTRIC COMPANY

**P·G·and·E·**  
Owned · Operated · Managed  
by Californians ·

# Ten Years of the League of Nations

[continued from page 17]

Dame Rachel Cadwry told a party of us on the Berengaria in 1926 that when the various committees of the League first met meticulous care was shown in giving name, title, country, etc., of each member of a committee at all times, but gradually these were dropped and members were addressed simply as individuals. As such they were serving humanity; lack of formality indicates closeness of association and friendly approach to problems.

You will recall also that during the first few years of the life of the League the various participating nations as a rule were represented by lesser diplomats, but of recent years the representatives are Premiers and Ministers of foreign affairs—that is, nations now expect to do definite business at Geneva and the added dignity of the proceedings is best illustrated by this fact.

Perhaps the incident of Locarno will give the reader an idea of the value which those who live in Europe under the constant fear of war and in real juxtaposition to the serious international disputes ascribe to the League.

By the treaty of Verdun, 843 A. D., the beginnings of France and Germany appeared. Charles secured the West, Ludwig, the German, the East, and Lothari, who had been associated with Louis the Pious as Emperor retained the long irregular strip of land from central Italy north through the Rhone and the Rhine valleys—this strange division was very unfortunate for there was no cohesive force in it of nationality, language or culture. Consequently the lines on both sides constantly were in dispute; and when Lothari regnum was softened into Lotharingia, and again into Lorraine you have the story of the bone of contention between France and Germany. Germany secured Lorraine in 1870 and France recovered it in the World War.

Naturally Germany was not satisfied with the western boundaries as fixed by the Treaty of Versailles, nor was she satisfied with the creation of the Polish corridor separating East Prussia from West Prussia. Germany knew that the solution of this problem might be more dangerous to the peace of Europe than the settling of the dispute on the western boundary, so Stresemann, Briand and Chamberlain with representatives from Belgium and England formulated the Locarno Pact. This settled for all time the boundary on the west. What a sacrifice of German pride! What was its price? A seat on the Permanent Council of the League of Nations! Why? Germany knows that the League of Nations alone can solve the problem of the Polish corridor without war. Hence Germany has told the world her confidence in and her estimate of the value of the League of Nations.

The League of Nations maintains a

permanent secretariat of some three hundred members at the headquarters in Geneva. It is the business of this trained secretariat to serve the various conferences which meet at Geneva as well as the Assembly and Council.

At other times it is gathering and analyzing material of all sorts for the use of the sections and committees of the League. This secretariat is a most valuable organization and serves the nations indiscriminately. Thus for the

first time the world has a trained fact-finding body to present to it accurate information concerning all phases of international problems.

One of the most vexatious of international difficulties comes in the field of the control of subject territories. Before the war each nation controlled and ruled colonies as it desired. Colonial administration is always difficult and is never satisfactory to all parties concerned, but certainly the history of the Mandate sys-

## First Class Round the World —as low as \$1110 —via the Sunshine Belt to the Orient

On one of the famous President Liners, you enjoy all the freedom, all the luxury of a cruise on a private yacht.

Stop over where you please within the two year limit of your ticket . . . visit Japan, China, the East Indies at your leisure, glimpse the fascinating, far-off corners of the world, and then—continue your travels on another President Liner as you would on another train.

And this acme of travel experience—with comfort, accommodations, service second to none—is yours for as little as \$1110! Spacious cabins with real beds, delicious meals; an unforgettable trip around the world . . .

### INFORMATION — SAILINGS

You may start from New York, Boston, Los Angeles or San Francisco. Every week a palatial President Liner sails from Los Angeles and San Francisco—via the Sunshine Belt—for Honolulu, Japan, China, Manila and thence fortnightly to Malaya—Java nearby—Ceylon, (India overnight by Pullman), Egypt, Italy, France, New York.

Every two weeks a President Liner sails from Boston and New York for Havana, Panama, California, thence Round the World.

All staterooms are amidships, outside, with real beds. De luxe Liners, luxurious public apartments, outdoor swimming pool, world-famed cuisine. First Class, Round the World, as low as \$1110—\$1250; with private bath \$1370.

## DOLLAR STEAMSHIP LINES

ROBERT DOLLAR BLDG., SAN FRANCISCO, PIERNE DEPARTMENT 6000  
406 THIRTEENTH ST., OAKLAND, PHONE OAKland 2060



## Do you know about the TELEPHONE TYPEWRITER?

An interesting new mechanism has come to the aid of modern business.

A typist at one point writes letters, orders, reports or other business information. Simultaneously, in many distant places, similar typewriters record exactly what she writes.

Faster than any other form of transmission of business information, this may mean a great deal to your business.

We shall be pleased to tell you more about it.

THE PACIFIC TELEPHONE  
AND TELEGRAPH COMPANY

tem is far preferable, where at least annual reports are given of conditions, methods, and results of Mandate government. While the Mandate section may do little in given cases, still its publicity and review are much more beneficial in the securing of good government for subject peoples than the old system could possibly have been.

But in the writer's opinion the greatest value in the life of the League during the past ten years has been in the Treaty Section. No treaty between members or members and non-members is valid until in three languages it is deposited in the library of the League of Nations. Secret treaties are no longer binding. I have never felt myself in a more sacred place than when in this section of the library. There are hundreds of minor agreements there for the study of all who are interested. And for the first time in human history diplomats and other students may know the totality of agreement in the international field. There is nothing that will make for the clarifying of our understanding of our common problems more than this practice.

There are two institutions founded by the League which are of outstanding value; they are the International Labor Bureau and the World Court. The International Labor Bureau is just what its name implies, a central clearing house for international labor knowledge, a depository for the record of all labor gains, losses, victories, and defeats. It has no power but the power that comes by the statement of facts; it can also present cases for advice on labor problems to the World Court. It is housed in a very large substantial building, more beautiful in its interior and in its furnishings than in its exterior.

Since the faint beginnings of International Law, men have dreamed of a World Court. The Hague Tribunals foreshadowed one. America has always pleaded for the organization of one, but it remained for the League of Nations to create the institution. It is housed in the Peace Palace in The Hague. This palace was built largely by the generosity of Andrew Carnegie.

This World Court is competent not only to settle disputes, but also to give advisory and ex parte opinions. In its organization it is supposed to have judges to represent not nations, but systems of jurisprudence. So that while the United States is not a member of the World Court, John Bassett Moore and Charles Evans Hughes have sat in its deliberations as interpreters of the North American system of legal procedure. This Court promises to be a powerful influence not so much in preventing war as in promoting peace.

The United States is very much in favor of the Kellogg-Briand Peace Pact. Notice: This multilateral treaty must be deposited in the library of the League of Nations to be valid. Any dispute under its provisions must be composed by the World Court. The United States of America adheres to neither.

## Governor Foss Sees a Future "Greater City"

Former Governor Foss of Massachusetts, head of the F. B. Sturtevant Company, manufacturers of ventilators and coolers, was a guest at the meeting of the Board of Directors last week and told of the company's new \$1,000,000 plant to be built on the bay shore in Berkeley.

"San Francisco ought to create the greater city—the natural economic and industrial city of the Bay Area with its population of 1,700,000 people," he said. "When we think of San Francisco as it is today, we must think of that fateful morning of April, 1906, and compare that city of San Francisco with the San Francisco of today, the most magic city in America, and give the Chamber its due for what has been accomplished. San Francisco is the natural industrial and financial metropolis of the Pacific Coast. With the solution of your fuel problem by the introduction of natural gas, your Chamber is bound to succeed in its program of industrial development to make the Bay Area a great manufacturing district.

"The hope of San Francisco lies on the Pacific, in the ships that ply to the East, to the North, to the South, even as the greatness of New York lies in the bottoms of the ships that plow the Atlantic. Our company has never regretted the day we came to San Francisco—twenty years ago. We chose San Francisco then because we believed San Francisco was the industrial metropolis of the Coast, and we are still of that opinion.

"The industries of New England," Mr. Foss said, "have been folding their tents and stealing westward." He pleaded for Chamber support for greater trade reciprocity with Canada and South America. "We should take the initiative," he declared, "in breaking down the trade barriers between us and our sister countries of the North American continent. Destruction of these barriers," he stated, "would stimulate industry and trade tremendously on the Pacific Coast and help San Francisco along the ways leading to her commercial and industrial objectives."

President Newhall, of the Chamber, in replying to Governor Foss pointed out

[continued on page 35]

On the whole the achievements of the League of Nations have been very large, and very successful considering the post war period and the changes in national thought. The League has demonstrated that it can live without the United States as a member, but the United States in one way or another participates in nearly all of its activities. The post war conditions demand this. It is the wish of this writer that if the United States never enters the League of Nations, at least it will never form a league of those states outside!

# World Trade *at a* Glance

**T**HE dollar volume of business during the week ended March 1 was lower than in either the previous week or the same week of 1929, according to the weekly statement of the Department of Commerce. Reports from the steel industry covering the latest week, indicate lowered activity as compared with both the previous week and the same week of last year. Bituminous coal production also showed declines from both periods. The output of a crude petroleum was greater than in either the previous week or the corresponding period of the previous year.

The general level of wholesale prices was lower during the week than in either the previous week or the same period of 1929. Cotton prices showed no change from the previous week but were lower than a year ago. Copper prices were unchanged from the previous week while prices for iron and steel also remained stationary. Copper and iron and steel prices were generally lower than a year ago.

Loans and discounts of Federal Reserve member banks at the end of the week were lower than at the end of the preceding week but showed a gain over a year ago. Prices for stocks were lower than in either the preceding week or the same week of last year. Interest rates showed only little change from the previous week but were considerably lower than a year ago. Bond prices were higher than a year ago. Business failures were fewer in number than in either the previous week or the corresponding period of 1929.

Following are world market conditions summarized from cables and radio reports received in the Department of Commerce:

## ARGENTINA

Business continues to be dull and most merchants have adopted a waiting attitude. Imports are apparently declining slightly. Exports are slow and, so far, much lower than during the corresponding period of the previous year. Estimates of the corn crop still vary widely but the weather for late planting is favorable. The first airplane via the east coast carrying mail arrived in New York, thus inaugurating a new weekly air service.

## AUSTRALIA

Business conditions in Australia have not improved, and the exchange and local financial situation are somewhat more unsatisfactory now than at this time a year ago. The exchange rate has moved up another ten shillings to 62 shillings 6 pence per 100 pounds sterling, and bankers are progressively rationing the London balance. Since last July a total of seventeen million pounds sterling in gold has been either shipped or is earmarked

for shipment in the near future. The coal deadlock continues and construction activities are slow in all lines.

## BRAZIL

The Brazilian business situation is showing a slight tendency to improve especially in the Rio de Janeiro district, but thus far there is little difference in actual volume of business, and there is no change in basic conditions. Foreign trade exports for the months of January to November, inclusive, 1929, amounted to \$7,879,000 pounds and imports to 79,881,000. This gives a slightly more favorable balance than in 1928, but one that is still far below the 5-year average. It is felt that general business will react favorably after the presidential election in March.

## BRITISH MALAYA

Plans were announced during the past week for the establishment of a chain of aerodromes throughout British Malaya between Singapore and Kedah. It is stated that the work will be completed within 18 months. Severe price cutting continues in the petroleum trade of this area.

Importers and wholesalers are proceeding cautiously and extending credits reluctantly, as general business continues

depressed and consumer demand is lowered. Progress was made in January, however, in reducing the heavy stocks of import lines held at the beginning of the year and the question of stock reduction is now receiving the special attention of merchants, who are slow to accept new lines.

## CANADA

Estimates of Dominion expenditure for the fiscal year ending March 31, 1931, submitted to the House of Commons on February 27, include an appropriation of \$150,000 for the Canadian exhibit at the British Empire Trade Exhibition of Buenos Aires. The increase proposed for aviation, a feature of the estimates, is to be divided between training expenses, civil air operations and air mail routes. The appropriation for public works provides \$1,500,000 for the new national research laboratories at Ottawa, and \$3,100,000 for grain transshipment terminals to be erected at Prescott, Ontario, in connection with the Welland Canal. A new customs house at Toronto is also provided for at a cost of \$1,500,000. The total expenditure anticipated aggregates \$399,358,000. An agreement has been signed between the Dominion government and the provincial

[continued on page 35]

## Enterprise!

*Enterprise . . . the courage to plan boldly . . . the will and the energy to achieve. In eighty years, Californians have transformed a primitive frontier into a rich, economic empire, ranking among the foremost states of the Union.*

*For seventy years, this Bank and its predecessor institutions have been serving these enterprising Californians, planning with them, building with them.*

*The strength of the Bank of America is seasoned strength. Its ability to serve is the outgrowth of experience. Its growth is the reflection of the financial progress of more than half a million depositors.*

*In 102 California communities, this strength, experience and growth are giving stability and impetus to individual and civic development. Your account is cordially invited on this basis*

# BANK of AMERICA

## OF CALIFORNIA

IN SAN FRANCISCO

NORTHERN CALIFORNIA HEADQUARTERS, 631 MARKET ST.

Humboldt Office, 783 Market St.

French-American Office, 108 Sutter St.

Fugazi Office, 2 Columbus Ave.

Bush-Montgomery Office, Mills Bldg.

North Beach Office, 1500 Stockton St.

Donohoe-Kelly Office, 68 Sutter St.

Hayes Valley Office, 498 Hayes St.

Bayview Office, 3rd and Palou.

Oriental Office, 959 Grant Ave.

Head Office: Los Angeles

BRANCHES THROUGHOUT CALIFORNIA



# How the Chamber is Building Up Domestic Trade

By Theodore Grady, Jr.

Domestic Trade Commissioner  
S. F. Chamber of Commerce

(Note: The following is one of a series of departmental activity talks presented to the class from the Graduate School of Business, Stanford University, on March 6, 1930, by members of the staff of the Chamber of Commerce.)

**W**ITHIN the Industrial Department of the San Francisco Chamber of Commerce, there are two distinct general types of activity which are being carried on at the present time. To the Industrial Department proper falls the responsibility of carrying on such activities as may lay the groundwork in this city and its environs so that physical and other conditions here offered will be such as to be attractive to industry and so that industry may be induced to locate here.

Once established, whether that industry be in the form of a factory, a warehouse, a wholesale establishment or other commercial activity having as its basic operation some form of domestic wholesale distribution, the responsibility of serving it rests with the Domestic Trade Bureau.

The bureau has as its ultimate objective the complete development of resources of every element entering into wholesale distribution. We aim to make and maintain this city as the premier market center of the West. Growing competition from other centers on the Pacific slope is sufficient assurance of itself to command a continuance of our effort over an indefinite period of time. We do not look for the arrival of the millenium during the present or the coming generation, but we do believe that healthy and sound progress can be made by pursuing our course unrelentingly and aggressively, thus rendering to business a service to which it has reason to believe it is justly entitled.

In the promotion of our business interests, we have long since discarded the time-worn "Home Industry" plea, having as its backbone the appeal to civic pride, loyalty and patriotism. We believe such an appeal to be uneconomic and therefore unsound, and possessing little possibility of being successfully carried on over an extended period of time. In its place we have substituted a doctrine which we believe to be economically sound and one which will stand the acid test. We are committed to the belief that it is a good business practice, quality service and price being equal, to buy as close to home as possible.

During the past year, in which this bureau has come into being as a distinct entity of the San Francisco Chamber of

Commerce, we have been devoting a very considerable effort in an educational program among our own retailers and other purchasers of supplies which are obtainable in the local market. In this work, we have been stressing not alone the fact that greater purchases in the local market will result in the creation of additional buying power within the community, in which the buying elements will either directly or indirectly share, but of greater importance to them, the fact that local sources of supply offer distinct opportunities for greater turnover, instant delivery, the creation of distinctive and individual style in merchandise, where style is a factor, and the reduction to a minimum of the purchaser's working capital invested in merchandise. We have made some headway in this work. We yet have a long way to go. We are working at the moment on a program which will call for the establishment, by some fifteen or sixteen of the leading department stores of the city, of a definite quota of all of their purchases from local sources of supply. We believe that local industry is entitled to such support providing it can compete economically with industry located

elsewhere, and we believe that local purchasers will profit also by the adoption of such a program. Certain it is that the adoption of such a program will result in the attraction to our midst of many industries, through the assurance that a definite portion of their products will find an outlet through the local channels of trade.

Along with our work with local retailers, we have been carrying on a campaign with retailers located in various communities lying within San Francisco's trade territory. A staff member of the Chamber of Commerce has recently completely covered every community in the San Joaquin Valley, from Bakersfield to Stockton, and in each community visited, personal calls have been made upon the leading merchants in each of the many lines of merchandise sold in those communities. The purpose of these calls has been twofold; to ascertain the merchant's likes and dislikes toward the San Francisco market, and to sell him on the advantages offered by San Francisco as his logical source of supply. Wherever possible, reciprocal trade relations now existing between his community and San

[continued on page 37]



## THE SAN FRANCISCO BANK

INCORPORATED FEBRUARY 10TH, 1868

One of the Oldest Banks in California, the Assets of which have never been increased by mergers or consolidations with other banks.

**Assets over \$125,000,000.00    Deposits over \$120,000,000.00**  
**Capital, Reserve and Contingent Funds, \$5,450,000.00**

The following accounts stand on the Books at \$1.00 each, viz.:  
Bank Buildings and Lots - (Value over \$1,925,000.00)  
Other Real Estate - - - (Value over \$308,000.00)  
Pension Fund - - - - (Value over \$670,000.00)

Interest paid on Deposits at  $4\frac{1}{4}$  per cent per annum  
Computed Monthly and Compounded Quarterly

# Manufacture and Distribution

[continued from page 32]

question from all its angles. But all they can do is to reveal the facts. It's up to individual merchants to apply them to their own problems.

5. Call to your assistance every scrap of information available, and make the maximum use of that information.

6. Study the methods which successful concerns use in applying basic information to their production and merchandising problems.

7. Make this same information on manufacturing operations and merchandising technique available to yourself by doing your part in furnishing the Gov-

ernment an accurate and immediate report of your own operations. Without your report the Government is unable to give you back the basic figures of your business and industry.

There is no doubt but that American manufacturers and business men in general entered the new year in a materially improved mental attitude. In general a wave of fear and uncertainty swept over the entire nation following the collapse of the stock market, resulting in a decreased volume of orders and a consequent general curtailment in production of materially more than normal seasonal proportions. With the opening of December and the approaching holiday buying a decidedly more optimistic atmosphere was evident in most all fields and this atmosphere has lasted up to the present time. Even those fields reacting more severely during November now appear to be experiencing upward trends. This inherent ability of business and industry to adjust itself rapidly to an entirely different economic plane, constitutes in my opinion the most outstanding favorable influence on the business horizon as 1930 opens.

There are many reasons for believing that 1930 will stand out as a year of unusual stability in business and general industry. The year as a whole should witness a satisfactory level of business and industrial operations, but will not attain the superlevels of 1929. The present general business and industrial adjustment will probably not run its full course much before the spring closes. There are strong reasons for believing that the low point of general production in the present cycle was reached in December, although some industries have undoubtedly sunk to a lower level. There is little doubt but that the average volume of production and distribution during the first six months of 1930 will be somewhat under that during the same period of 1929. There are reasons for believing that following a fairly normal summer season business and industry will witness a volume of fall and early winter operations which will be of proportions above those witnessed during the last third of 1929. Taken as a whole, therefore, 1930 should be an average good year for general business and industry.

## BISHOP & BAHLER

(Incorporated September 16, 1914)

369 PINE STREET  
SU iter 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"

Do You Know Our Advertisers?

## United States Laundry

*The Careful Laundry*



FINISH WORK  
DRY WASH  
ROUGH DRY  
DAMP WASH

*We use Ivory Soap  
exclusively*



1148 Harrison Street

Telephone  
Market 6000

## Helping Employer and Employee

[continued from page 21]

able loss but the bureau has since proven that it could operate on a 10 per cent basis. After paying a reasonable return on the amount invested to its employer-stockholders the surplus, when any, goes to further improve and expand the service.

A number of bureaus and employment departments of various organizations have been absorbed or merged into this bureau. This has resulted in giving the applicant a much larger and varied number of positions available, and also gives the employer a much larger number of applicants from which selection is made. This consolidation has naturally minimized the actual cost of operating the bureau. Today the Community Placement Bureau has the distinction of being the only employment agency in the United States which is operated by employers for the purpose of reducing expenses to the unemployed, and at the same time improve the service to their own organizations.

More than 40,000 men and women have thus been placed in office and sales positions by this bureau since its organization. By charging a fee of only 10 per cent the employees have paid since its organization approximately \$225,000 in fees, whereas if they had paid 30 per cent in fees this bureau has effected a saving of \$450,000 for those employed and this saving effected at the time when income is needed most.

The Community Placement Bureau is located in the Hunter-Dulin Building,

with adequate office space to accommodate a large registration; seven employees are required to look after the work of interviewing applicants, taking orders from employers, keeping numerous records and for general information.

This bureau is operated under the efficient management of Mrs. M. S. O'Connor. The policy is dictated by the Board of Directors, all of whom for years have been interested in employment problems and in an earnest effort to effect the most efficient service possible to both employer and employee. The officers and directors are as follows: Fred Dohrmann, Jr., president; W. C. Kiefer, vice-president; Col. H. G. Mathewson, secretary; Warren H. McBryde, treasurer; Simon E. Davis, Samuel A. Clarke, and Francis J. Baker, directors.

## American Toll Bridge Co.

Builders, owners and operators of  
CARQUINEZ and ANTIOCH  
BRIDGES — Greatest Highway  
Spans in the West

OSCAR H. KLATT, President

Executive Offices:

525 MARKET STREET

Phone DO uglas 8745 San Francisco

# World Trade at a Glance

[continued from page 31]

government of British Columbia transferring the administration of the Peace River Block in that province from federal to provincial control. Manitoba province has adopted a \$3,000,000 road program, the expenditures to be chiefly on surfacing.

## CHINA

New low record of silver continues to depress the import trade outlook. Further snowfall and rains in North China, unusual at this season, add to favorable indications for the winter wheat crop. Shanghai import trade is practically at a standstill, and exports in general are lifeless with few signs of any immediate improvement. New low levels for silver are again causing considerable uneasiness among importers and dealers. General business conditions in Manchuria remain unchanged from last week. Retail stores are holding frequent sales at cost prices in order to further reduce stocks. Reopening of Soviet commercial organizations in North Manchuria is almost completed.

## ECUADOR

Economic and business conditions in Ecuador did not change during February and complaints continued against the difficulty in making collections and the low volume of sales. The "Christmas" cacao crop was disappointing, the yield during December and January being 8,000 quintals (101.4 pounds) less than in the same months of 1928 and 1929 and arrivals during the first fifteen days of February were approximately 9,000 quintals less than during the same period of 1929.

## INDIA

All branches of commerce and industry in India have been unsettled for some time past by world conditions. The agricultural depression experienced in most countries in recent years is now

felt in full force in India, and the low prices being received for agricultural products compared with price levels for other commodities have naturally affected to a considerable extent the earnings of Indian cultivators. The unsettled labor situation is not expected to improve materially in the near future, as the growing demand of labor for higher wages to improve living conditions will no doubt continue to make for protracted strikes.

## JAPAN

Enforcement of production curtailment in various industries is causing an oversupply of electric power. Notes to the value of 128,000,000 yen have been converted into gold since the removal of the gold embargo, while shipments of gold have reached 103,000,000 yen. The Department of Finance has authorized Osaka City to float a loan of 6,660,000 yen for the purpose of financing the construction of a rapid transit system.

## Governor Foss Sees a Future "Greater City"

[continued from page 30]

that San Francisco is "world minded in trade and metropolitan minded in industry." "In this respect we are now at work on a report of the industrial resources and opportunities in the Bay District as a unit which will be presented to the people of San Francisco and the manufacturers of the United States within ninety days."

## New Director

A. F. Lemberger, counsel for the Better Business Bureau of the San Francisco Advertising Club, and member of the San Francisco Regional Planning Commission, was elected a director of the San Francisco Chamber of Commerce to fill the vacancy created by the resignation of R. D. Carpenter. Director Lemberger said he was ready to present to the board the report of the Regional Planning Commission on the Metropolitan Bay Area which shows that the San Francisco Metropolitan Area has a population of 1,700,000 within a radius of twenty-eight miles of San Francisco. "This is a density one and one-half times that of New York City per acre," Lemberger pointed out.

*If you were to visit all of this city's parks you would find them to be quite numerous. In fact, there are 70 of them having an expanse of 2824 acres with a value of \$24,492,945.*

## Board Approves Fire Prevention

The Board of Directors at their regular weekly meeting last Thursday approved the proposed fire prevention and public safety ordinance now before the Fire Committee of the Board of Supervisors for action. The ordinance is the work of the San Francisco Junior Chamber of Commerce in cooperation with the Fire Department and other city officials and is designed to give greater protection to the lives and properties of San Francisco citizens and force to the orders of the Fire Bureau Inspectors.

# RUSSELL, MILLER & CO.

Members

New York Stock Exchange  
New York Curb Exchange



1800 RUSS BUILDING  
San Francisco

Telephone

DO uglas 7270

Main Office:

BROADWAY  
New York

PRIVATE WIRES

## DINE and DANCE As You Sail

...on LASSCO's super-express liners

### "HARVARD" and "YALE"

4 Sailings Weekly between  
SAN FRANCISCO, LOS ANGELES  
and SAN DIEGO

Low one-way and round trip  
fares include meals and berth

LOS ANGELES-HAWAII

Giant liners over the delightful southern route

**LASSCO**  
LOS ANGELES STEAMSHIP CO.

685 Market Street  
Tel. DAvenport 4210

## Foreign and Domestic TRADE TIPS

### Foreign Trade Tips

#### 19031—Wiping Rags.

Wichita, Kansas. Company dealing in wiping rags wishes to communicate with importers of this commodity located here.

#### 19032—Dried Fruits Agency.

Helsingfors, Finland. Established agency wishes to handle a line of California dried fruits. References on file.

#### 19033—Ship Supplies.

New York City. French organization is inquiring for the names of dealers in ship supplies and in particular search lights for water craft.

#### 19034—Colors.

Bad Godesberg a. Rhein, Germany. Exporter of colors for artists wishes connection.

#### 19035—Buying Agent.

Bremen, Germany. Party desires to act as buying agent for California firms.

#### 19036—Diesel Engines.

Mannheim, Germany. Manufacturer of Diesel Engines (5.5-1500 H. P.) wishes to make a local connection.

#### 19037—Dried Fruit Representation.

Hamburg, Germany. Party wants to represent a California exporter of dried fruit.

The FINK  
&  
SCHINDLER CO.  
228 13th Street  
Phone Market 0474  
CABINET WORK  
COMPLETE INSTALLATIONS  
STORE BANK & OFFICE  
FIXTURES  
HARDWOOD INTERIORS  
SINCE '82

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 105,500,000

EXPORTERS and IMPORTERS are invited to avail themselves of our services, especially with the Orient

**SAN FRANCISCO BRANCH**  
415-429 SANSOME STREET  
Y. NOGUCHI, Manager

#### 19038—Representative.

Reimschrid, Germany. Manufacturer of steel for bandaging and for orthopaedists. Sheets of steel, sheets of yellow metal, Duralumin, and other non-oxidizing steel for use in making supports for flat feet.

#### 19039—Salesman.

New York City. The New York office of a large German manufacturer of steel products such as beams, channels, angles, bands, etc., is seeking an individual or firm to take care of its selling interests in the San Francisco territory, and perhaps Los Angeles also.

#### 19040—Representation.

San Francisco, Calif. Party who is leaving for Europe in April wishes to represent on a commission basis local exporters or other firms who may wish to extend their trade to Germany, Switzerland and Austria.

#### 19041—Fruits, Preserves, Wines.

Port Said, Egypt. Party is inquiring for names and address of exporters of fruits, preserves and wines.

#### 19042—Hand-Made Madeira Embroideries.

Funchal, Madeira. Manufacturer and exporter of Madeira hand-made embroideries wants to communicate with importers of this commodity.

#### 19043—Oriental Gift Shop Goods.

Singapore, S. S. Party wishes to act as a buying agent on a commission basis for importers of Japanese, Javanese, Chinese, and Malayan gift shop novelties. References on file.

#### 19044—Chinese Silks and Curios.

Hong Kong, China. Import-export firm wishes to contact importers of Chinese silks, silk kimonos, coolie coats, pajamas, underwear, etc., and curios made of brass, china, ivory, bone, etc.

#### 19045—General Japanese Goods.

Kobe, Japan. Exporter of hats, bamboo goods, baskets, electrical bulbs, matting, tennis rackets, rugs, etc., wishes a connection in San Francisco.

#### 19046—Birds.

Osaka, Japan. Import-export house has a stock of birds, such as shell parakeets, white Java sparrows, love birds, Mandarin ducks, etc., and wants to find a market for them locally.

#### 19047—Electric Bulbs.

Yokohama, Japan. Company that exports fancy electric bulbs for Christmas and show window decorations is desirous of establishing connections with local importers.

#### 19048—Cow Gut String.

Kobe, Japan. Company wants to contact importers of cow-gut string suitable for tennis rackets.

#### 19049—Used Cars.

Tokyo, Japan. Company is in the market for used Packards: 626 conv. coupe, 640 conv. coupe, 633 roadster or coupe, 733 roadster; and Lincolns (used) not older than 1928 models: coupe and conv. coupe, rumble seat preferred.

#### 19050—Tsuchiya Footwear.

San Francisco, Calif. Local firm which is the exclusive agent for North and South American countries for the distribution of Tsuchiya footwear desires to contact exporters of like merchandise to Mexico and South American countries.

#### 19051—Auto Replacement Parts and Accessories.

Batavia, Java. Import house that has been dealing with eastern and midwestern manufacturers of auto replacement parts and accessories for the past 13 years wishes to make connections for these products on the Pacific Coast. Commercial references on file.

#### 19052—Dry Goods, Cutlery, Glassware, Etc.

Demerara, British Guiana. Company is in the market for enamel ware, earthenware and glassware goods, cutlery, dry goods, shirts, men's underwear, handkerchiefs,

ties, hosiery, hats, shoes, umbrellas, blankets, toilet and rubber goods, and ladies' underwear.

### Domestic Trade Tips

#### D-3419—Sales Representative.

San Francisco, Calif. Adequately financed party desires to contact with local manufacturers of limited means looking toward establishing business relations as sales representative in this territory.

#### D-3420—Representation.

Pueblo, Colorado. Advertising company desires to contact young man open to consider representing them here as a part of his own business or full time, with view of developing into a branch office.

#### D-3421—Wholesale Distributor.

Paterson, N. J. Manufacturer of the highest grade of food products used chiefly by Jewish people desires to get in touch with a reliable wholesale distributor in this territory.

#### D-3422—Powder Can.

San Francisco, Calif. Party interested in securing manufacture and distribution of patented powder can.

#### D-3423—Distribution in East.

Philadelphia, Penn. Eastern concern seeking wholesale grocery line from this section to represent in the East.

#### D-3424—Exclusive Distributor or Jobber.

Jacksonville, Florida. Manufacturers of radiator cleaner desires party to be exclusive distributor or jobber for the State of California.

#### D-3425—Waste Dealer.

New York City. Large exporter of film and other celluloid scrap materials are interested in securing a representative type of individual, or established waste dealer, who will act in the capacity of agent, visiting the various large manufacturers in this territory and securing offerings of surplus and waste materials resulting from manufacturing operations.

### SPECIFICATIONS AVAILABLE

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

Bids are to be submitted to the Panama Canal, Office of the General Purchasing Officer, Washington, D. C., for delivery to Balboa or Cristobal, for supplying bulk motor grade gasoline (bids to be opened March 21, 1930); for supplying hardwood and steel furniture (bids to be opened March 21, 1930); for supplying automobile, motor cycle, steel, billets, brass, copper, bronze, monel metal, yellow metal, sheet lead, pipe, pipe fittings, tubing, manila rope, wire, cable, electrical cord, panel boards, transformers, asbestos woad, cable terminals, lighting projectors, electrical fixture sand supplies, bar cutters, nails, hose, mucklage, manila folders, and excelsior (bids to be opened March 22, 1930).

Bids are to be submitted to the U. S. Engineer Office, California Fruit Building, Fourth and J Streets, Sacramento, for delivery to Rio Vista, California, for supplying meat, eggs and butter to the War Department (bids will be opened March 18, 1930); for supplying the War Department with fresh fruits and vegetables during the month of April, 1930 (bids will be opened March 18, 1930); for supplying the War Department with white enamel, red engine enamel, banana oil bronzing liquid, Stockholm tar, Prussian blue, in oil, Venetian red, in oil, (bids are to be opened March 19).

Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, California, for supplying the War Department with subsistence supplies for shipment to the Philippine Islands, to be delivered at Pier 41, San Francisco, March 26 (this bid to be opened March 17), and May 16 (this bid to be opened March 28, 1930).

# Building Up Our Domestic Trade

[continued from page 33]

Francisco have been stressed, so that the impression will be definitely left with him that he is receiving a direct and an indirect financial benefit from us by placing his orders with our houses.

Our field contact work has given us the opportunity, too, of learning first-hand of problems of community-wide interest, of studying them, and reporting back to the Chamber of Commerce on them, thus effecting a close community interest between them and us. This type of activity stimulates community good-will, particularly where followed by action or assistance on our part, and this good will is reflected through the channels of trade. It is good business for San Francisco to be definitely interested in the problems of its neighboring communities.

We have found, too, that many merchants, particularly those in the smaller communities, like to do business with people and firms whom they personally know. While these merchants are called upon frequently by salesmen representing San Francisco houses, they very infrequently, if ever, meet or know the executives of those houses. And so, from time to time, this bureau conducts trade excursions into various parts of our trade territory. We conducted one of these excursions a very successful one, by the

way, last summer in the states of Idaho, Utah and Nevada, under the personal direction of President Newhall, and developed a tremendous amount of good will in the communities of those three states toward San Francisco, which is continuing to produce great financial return to San Francisco business. We are now actively at work on a similar excursion to various communities in the San Joaquin Valley, the trip to be made early in May.

Another phase of our activity has to do with the stimulation of interest, on the part of tradespeople doing business in various communities throughout the West, in the various market weeks which are conducted with regularity in San Francisco. These market weeks are sponsored by several of the existing local trade associations, principal among which are the Furniture Exchange and the Manufacturers and Wholesalers Association. The assistance which this bureau affords these associations is chiefly of a publicity nature, including press releases, invitations, etc., and in such efforts we have been eminently successful in attracting to San Francisco retail merchants from over a wide territory. As our activities continue along this line, it is our purpose to encourage other trade groups to either conduct market weeks on their own account or to consolidate their efforts in this direction with organizations already engaged in such activities.

Let I have laid too much stress upon activities involving the retailer as an element, let me assure you that we are not, nor do we intend to confine our efforts toward developing that phase of distribution alone. We are concerned equally with the marketing problems confronting our building materials manufacturers and distributors. We are concerned with the similar problems of our printing establishments, and with the development of a market for every type of commodity entering into the distribution channels of this great commercial city. And in all of this work, we are constantly stressing the economic advantages involved, rather than basing our plea for support upon civic loyalty, patriotism or moral obligation.

The Domestic Trade Committee of the Chamber, under whose immediate direction the bureau operates, has had in mind the launching, at some future date, of a campaign in San Francisco, designed to create and stimulate local consumer demand for products of local manufacture.

There is another, and far less conspicuous service which we are called on to render constantly. I refer to our information service. There is never a day but that we are called upon to supply lists of firms handling this, that or the other commodity. To serve such demands, our bureau maintains a complete commodity index, listing commodities handled by more than 16,000 San Francisco firms engaged in one or more phases of wholesale distribution. To take care of this service, and to maintain the commodity index, the full time of three

employees is required. The importance of this service cannot be minimized.

To sum up:

The problems of the Domestic Trade Bureau are those of marketing and distribution. Its activities are designed to stimulate the consideration of San Francisco as a market. In carrying on its work, the economic advantages which the market offers are stressed, and civic and patriotic appeal is submerged. We believe we are pursuing correct methods in stimulating the patronage of our market, and look confidently to the future to hear out the truth of our belief.

**YOU ARE INVITED TO VISIT**



549 MARKET STREET, SAN FRANCISCO  
**EXHIBITS OF COMMERCIAL ARTICLES  
 MADE IN JAPAN**  
**FREE COMMERCIAL SERVICES BETWEEN  
 U. S. A. AND JAPAN**  
 (Maintained by Japanese Government)

W. A. HALSTED, President  
 WM. C. HAMMERSMITH, Vice-Pres.  
 The Old Firm  
**HALSTED & CO.**  
 Undertakers and Embalmers  
 No Branches  
 1123 SUTTER STREET  
 Telephone OR dway 3000

**COMPLETE  
 BROKERAGE  
 SERVICE**  
 DIRECT PRIVATE WIRES

**McDONNELL  
 & COMPANY**

Members:  
 San Francisco Stock Exchange  
 New York Stock Exchange  
 SAN FRANCISCO  
 633 MARKET ST., Phone SUTTER 7676  
 Branch: FINANCIAL CENTER BLDG.  
 OAKLAND  
 436 17TH ST., Phone GLENCORT 8161  
 NEW YORK OFFICE: 120 BROADWAY

**Fast Passenger  
 and Refrigerator  
 Freight Service**  
 North Pacific Ports to Europe  
 NEW MOTORSHIPS  
 "San Francisco" "Los Angeles"  
 "Oakland" "Seattle" "Portland"  
 CABIN and THIRD CLASS  
**HAMBURG-AMERICAN LINE**  
 For Passage—574 Market Street  
 or local agents  
 For Freight—Sudden & Christenson  
 310 Sansome Street, San Francisco

**PACIFIC COTTON GOODS COMPANY**  
 152 Fremont Street  
 SAN FRANCISCO

---

**CRAIG CARRIER COMPANY**  
 Merchants Exchange Building  
 SAN FRANCISCO

# LEADS for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified.

## DOMESTIC TRADE BUREAU OF THE INDUSTRIAL DEPARTMENT

**Advertising** — Barbers Advertising Service Bureau, 465 California; Radio Features, Inc., 3 City Hall Ave.

**Agent** — E. C. Curtis, 323 Geary.

**Apartments** — Carolina Apartments, 571 Valencia; O'Connor-Moffatt Model Apartment, 2701 Van Ness Ave.

**Architects** — Jacobs & Gebhardt, 110 Sutter; Ward & Blohm, 310 Sansome to 21 California.

**Association** — State Credit Assn., de Young Bldg.

**Attorneys** — Ephraim Adams, 625 Market; Gregory, Hunt & Melvin, 351 California; Mack J. Kohlek, 114 Sansome to 405 Montgomery; Edgar C. Levey, 114 Sansome to 405 Montgomery; Marvin Lewis, 405 Montgomery; S. C. Wright, 1 Montgomery.

**Auto Painting** — Auto Painting Co., 413 Fulton.

**Auto Wrecking** — J. M. Garlia, 120 5th.

**Bakeries** — Barker Bros., 1923 Fillmore; Hines Bakery, 212 Leavenworth.

**Barber Shop** — Hoffman Barber Shop, 619 Market to 39 Leidesdorf.

**Beauty Parlors** — Helen's Beauty Shoppe, 609 O'Farrell; Irma Myers, 4615 Mission; Silberberg's Beauty Salon, 159 Taylor.

**Birds** — Sullivan's Bird Store, 1210 to 1214 Market; Sullivan's Pet Shop, 1210 to 1211 Market.

**Bonds** — Franklin Bond Corp., 995 Market to 111 Sutter.

**Brokers** — Hoelscher, Shaw & Courmale, 235 Montgomery to 360 Bush.

**Cabinets** — Hoosier Kitchen Cabinet Store, 821 to 557 Market.

**Cigars** — S. Hoffman & Son, 1501 to 1563 Polk.

**Cleaners** — Gem Cleaners, 904 Valencia; New Idea Cleaners, 1849 Union; Wide Awake Cleaners, 744 Larkin.

**Clothing Representative** — Al H. Clayburgh, 821 Market.

**Corsets** — Venus Brassiere Co., 140 Geary. **Cotton Fabrics** — Wellington Sears & Co., 22 Battery to 117 Market.

**Cottons and Rayons** — I. M. Friedman & Co., Inc., 49 4th.

**Curtains** — A. A. Hofmeister, 2767 Mission. **Menley-Diederich Co., Inc.** (shower), 163 2nd to 155 New Montgomery.

**Dental Supplies** — Bitter Dental Mfg. Co., Inc., 760 Market to 450 Sutter.

**Dentists** — Dr. I. E. Charnak, 450 to 516 Sutter; Dr. J. P. Rutily, Warfield Bldg. to 231 Gough; Dr. George S. Gaines, 251 Kearny; Dr. H. E. Grieb, 870 Market to 450 Sutter. **Direct Mail Service** — L. Harris Letter Press System.

**Dresses** — Claremont Dress Shop, 290 Claremont Blvd. to 58 West Portal; Elizabeth Froek Co., 49 10th; Spaulding Dress Shop, 382 Sutter.

**Dry Goods** — A. D. Julliard & Co., 22 Battery to 833 Market.

**Dyeing** — City Dye House, 1519 Irving.

**Electrical** — Economy Electric Co., 320 Market to 327 Commercial; Stromberg Electric Co., 361 9th to 7 Front.

**Employment Agency** — Auto Employment Agency, 47 to 109 Franklin.

**Engineers** — Lakeside Engineering Corp., 71 New Montgomery; W. S. Palmer (consulting), 111 Sutter to 1 Montgomery; D. W. Shanks (consulting), 55 New Montgomery to 235 Montgomery; Wayland Co., Ltd., 563 2nd. **Engravers' Supplies** — Western Engravers Supply Co., 227 Davis to 109 Clay.

**Exterminators** — Acme Exterminator & Chemical Co., 7 Front.

**Fans** — Clarage Fan Co., 116 New Montgomery.

**Fountain Supplies** — Golden Gate Ice Cream & Fountain Supply Co., 501 Dolores.

**Fur Goods** — Chicago Fur Co., 2730 Mission; French Fashion Fur Shop, 26 O'Farrell.

**Gaskets** — Flexitallie Gasket Co., 700 2nd to 765 Bryan.

**Glass** — Nat Heller, 333 Turk.

**Grocers** — Little Food Shop, 2120 Fillmore; A. Tschulin, 1200 Eddy.

**Hosiery** — Benson Hosiery Shops, 55 Stockton; El Camino Hosiery Co., 40 1st; Elliott Hosiery Co., Inc. (C. E. E. Ellis), 133 Geary to 712 Market; Paul Guenther, Inc. (C. E. E. Ellis), 133 Geary to 712 Market.

**Insurance** — Eva May Fleming, Hotel Sir Francis Drake; Earle Wright Co., 1 Montgomery.

**Jewelry** — Terminal Jewelry Co., 96 to 234 Market.

**Laboratories** — Menthozymes Laboratories, 1199 Valencia.

**Ladies' Wear** — Benj. Hersh's, 975 Market.

**Lamps** — Standard Lamp & Shade Mfg. Co., 95 Minna.

**Laundry** — Mme. J. Loupy (French), 1228 Sutter to 325 Leavenworth.

**Linens Goods** — Ross Brothers, Inc., 49 10th to 552 Mission; John C. Sleater & Co., 49 10th to 552 Mission.

**Lingerie** — Gussie A. Hirschberg, 133 Geary to 376 Sutter.

**Loans** — Household Loan Bureau, 511 Market.

**Loose Leaf Devices** — McDonald Ledger & Loose Leaf Co., 71 New Montgomery to 111 Sutter.

**Machinery** — Eagle Sailing Machine Co., Ltd., 433 California.

**Manufacturers Agents** — W. H. Borden, 700 2nd to 765 Bryant; Bushnell & Bayner, Chronicle Bldg. to 821 Market; Edwin N. Levy & Co., 7 Front.

**Massage** — Miss P. Hughes, 632 Hyde to 917 Geary.

**Mattresses** — National Mattress Co., 2027 17th.

**Millinery** — Hat Box, 680 to 606 Geary; Hyland Millinery, 963 Market.

**Mince Meat** — Mor-Jell Food Co., 353 8th.

**Movie Ticklers** — D. P. Trans-Lux Screen Corp., 220 Montgomery.

**Moving** — J. Clausen & Co., 918 Laguna to 3315 22nd.

**Multigraphing** — Andrews & Breeding Co., Inc., 1045 Sansome to 505 Market; H. W. & N. L. Mallitz, 111 Sutter.

**Music** — Albert Heinenmann's Conservatory of Music, 2033 Clement; Art Weidner, 230 Jones to William Taylor Hotel.

**Notions** — California Notion & Toy Co., Ltd., 555 to 513 Market.

**Oil** — Western Oil & Land Co., 369 Pine.

**Pens and Pencils** — David Kahn, Inc., 821 Market.

**Photographers** — Fred Mae, 112 to 114 Kearny; Dorothy Moore, 127 Grant Ave. to 134 Post.

**Physicians** — Dr. David D. Charnak, 450 to 516 Sutter; Dr. K. O. Haldeman, 190 Post; Dr. J. Underwood Hall, 381 Post to 2000 Van Ness Ave.

**Pipe Fittings** — Thos. Devlin Mfg. Co., 582 to 557 Market.

**Pipe Nipples** — S. S. Fretz, Jr., & Co., 582 to 557 Market.

**Plumber** — Ernest J. Bichter, 804 Avalon to 1756 Mission.

**Potato Chips** — Blue Bird Potato Chip Co., 1111 Bush.

**Poultry** — Grand Central Poultry & Fish Market, 761 Market.

**Printers' Supplies** — J. R. Nevramont & Son, Inc., 355 Battery to 283 Vallejo.

[continued on page 41]

## SACRAMENTO

Leave 6:30 p.m., Daily Except Sunday  
"DeltaKing" "DeltaQueen"



One Way \$1.80. Round Trip \$3.00  
De Luxe Hotel Service

THE CALIFORNIA TRANSPORTATION COMPANY  
Pier No. 3 — Phone SUtter 3880

## mitsui & COMPANY

LIMITED

(Mitsui Bussan Kaisha, Ltd.)

Cable Address: "MITSUI"

GENERAL IMPORTERS  
EXPORTERS

Coal Suppliers Ship Owners  
Ship Operators Ship Builders Etc.

Head Office: TOKIO, JAPAN

San Francisco Office:

301 MERCHANTS EXCHANGE BLDG.

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

## Kroehler Manufacturing Company 885 Charter Oak Ave. San Francisco, Cal.

Manufacturers of OVERSTUFFED LIVING ROOM FURNITURE and DAVENPORT BEDS

OTHER FACTORIES AT: Chicago, Ill.; Naperville, Ill.; Kankakee, Ill.; Bradley, Ill.; Dallas, Texas; Binghamton, N. Y.; Los Angeles, Cal.; Cleveland, Ohio; Stratford, Ontario

# Transcontinental Freight Bur. Docket

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than March 20. Full information concerning the subject listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

**10846—Hair felt, LCL and CL, westbound:** Proposal to eliminate hair felt from Item 2375-series, Tariffs 1-G (I. C. C. No. 1224 of H. G. Toll, agent) and 4-D (I. C. C. No. 1230 of H. G. Toll, agent).

**10847—Grain storage bins or cribs, iron or steel, K.D., CL, westbound:** Request for inclusion of Section 1, Item 1520-series of Tariff 1-G (I. C. C. No. 1224 of H. G. Toll, agent).

**10848—Dry goods N. O. S., any quantity, eastbound:** Request for amendment of Tariff 2-Y (I. C. C. No. 1233, H. G. Toll, agent) to provide for any quantity rate of \$4.00 per 100 lbs. on dry goods "N. O. S. from the north coast to Group "D."

**10849—Pencil slats, CL, eastbound:** Request for amendment of Item 180-F, Tariff 17-J (I. C. C. No. 1216, H. G. Toll, agent), to include pencil slats.

**10850—Tile, facing or flooring (asphalt composition), in crates or in bundles, LCL, westbound:** Request for less carload rate of \$2.50 to \$2.75 per 100 lbs. from Group "D" to the Pacific Coast under Tariffs 1-G (I. C. C. No. 1224, H. G. Toll, agent) and 4-D (I. C. C. No. 1230, H. G. Toll, agent).

**10851—Borax, CL, eastbound, transit:** Request for storage-in-transit privilege under Tariff 3-A (I. C. C. No. 1226, H. G. Toll, agent), subject to individual lines' tariffs.

**10852—Canned goods, CL, westbound, from Luce Farms, Miss.:** Request for amendment of Item 1920 of Tariff 1-G (I. C. C. No. 1224, H. G. Toll, agent), to provide that Group "M" rates also apply from Luce Farms, Miss. (Miss. Export R. R.).

**10853—Ground limestone, CL, westbound:** Request for rate of 50¢ per 100 lbs. on carloads, minimum weight 80,000 lbs. from Group "D" to Pacific Coast points under Tariffs 1-G (I. C. C. No. 1224, H. G. Toll, agent) and 4-D (I. C. C. No. 1230, H. G. Toll, agent).

**10854—Petroleum oil and products, CL, westbound, from Wellsville, N. Y. and following intermediate points of origin:** Seio, Belmont, Belvidere, Friendship and Cubu, N. Y.; Proposal to amend explanation of Circle 43 and Circle 47 reference marks, Item 1180 of Tariff 1-G (I. C. C. No. 1224 of H. G. Toll, agent), to provide that Group "B" rates named in the item will apply on petroleum oil or products from Wellsville, N. Y., and the above intermediate New York points (Group "A"), on shipments routed via Erie R. R.

**10855—Lumber and forest products from Union Ore. (Union Railroad of Oregon), CL, eastbound:** Proposal to amend Tariffs 16-G (I. C. C. No. 1201, H. G. Toll, agent), 17-J (I. C. C. No. 1216, H. G. Toll, agent) and 28-J (I. C. C. No. 1235, H. G. Toll, agent) by increasing rates applicable from Union, Ore., to basis of 1½¢ per 100 lbs. higher than "Rate Basis 3" or "Montana-Oregon" rates.

Tariff 18-K (I. C. C. No. 1222, H. G. Toll, agent) to be amended by increasing rates from Union, Ore., to basis of 1½¢ per 100 lbs. higher than "Rate Basis 3" rates, except to stations Index Nos. 12900 to 13250, combination rates on Union Junction are to apply.

**10856—Brass or bronze cable, CL, westbound:** Request for inclusion in Section 1, Item 5590 of Tariffs 1-G (I. C. C. No. 1224,

H. G. Toll, agent) and 4-D (I. C. C. No. 1230, H. G. Toll, agent).

**10857—Chocolate, chocolate coating and cocoa, CL, eastbound:** Request for carload rates to Groups "B" and "C" under Item 1583 of Tariff 3-A (I. C. C. No. 1226, H. G. Toll, agent), based usual grade over Group "1" rate of \$1.25 per 100 lbs.

**10858—Cheese, CL, westbound:** Request for reduced carload rates on cheese from Group "D" to California under Tariff 1-G (I. C. C. No. 1221, H. G. Toll, agent) to compare favorably with rate of \$2.16½ per 100 lbs. applying via Atlantic ports and Panama Canal.

**10859—Roasted coffee, CL, eastbound:** Request for carload rate of \$1.10 per 100 lbs. on roasted coffee, minimum weight 50,000 lbs., from California to Group "C" under Item 1025-B, Tariff 3-A (I. C. C. No. 1226, H. G. Toll, agent).

**10860—Revolving display stands or cases for chewing gum, CL, westbound:** Request for establishment of carload commodity rate on above, packed in a fibre container properly based, from Group "D" to the Pacific Coast under Tariffs 1-G (I. C. C. No. 1224, H. G. Toll, agent) and 4-D (I. C. C. No. 1230, H. G. Toll, agent).

**10861—Coconut oil and palm kernel oil, CL, westbound:** Request for carload rate of 75¢ per 100 lbs. on above from Group "E" to the Pacific Coast under Tariffs 1-G (I. C. C. No. 1224, H. G. Toll, agent), and 4-D (I. C. C. No. 1230, H. G. Toll, agent).

**10862—Furniture, for export to Hawaiian Islands, westbound:** Request for amendment of Items 495 and 575, Tariff 29-S (I. C. C. No. 1219, H. G. Toll, agent), to also apply on shipments destined Hawaiian Islands.

**10863—Lumber and other forest products, California to Rapid City, S. D., CL, eastbound:** Proposal to amend Tariff 27-M (I. C. C. No. 1232, H. G. Toll, agent), by publishing therein the following rates on lumber and articles taking same rates to Rapid City, S. D., via Southern Pacific Co., Ogden, Utah, Union Pacific R. R., Sidney, Neb., C. B. & Q. R. R., Crawford, Neb., thence C. & N. W. Ry.

From—"Coast" Group 70¢ per 100 lbs. "Truckee-Hawley" Group 66½¢ per 100 lbs.

Also amend Item 100, Tariff 27-M (I. C. C. No. 1232, H. G. Toll, agent), by adding thereto an additional note reading: "Rates will also apply via Sidney, Neb., C. B. & Q. R. R., Crawford, Neb., and C. & N. W. through Chadron and Fremont, Neb., to points east of Fulton, Illinois, on shipments accorded transit privileges at Rapid City, S. D., at an additional charge of 8½¢ per 100 pounds over the direct tariff rate."

**10864—Soda ash, CL, eastbound—for export to Mexico:** Request for carload rate of 53½¢ per 100 lbs. on soda ash, minimum weight 70,000 lbs. from Cartago, Calif., to Eagle Pass and Laredo, Tex., when for export to Mexico under Tariff 3-A (I. C. C. No. 1226, H. G. Toll, agent).

**10865—Hogs, in single-deck cars, westbound—from Fort Worth & Denver City Railway stations in Texas to Los Angeles, Calif.:** Proposal to amend Item 2015 of Tariff 26-B (I. C. C. No. 1223, H. G. Toll, agent), to provide for the following carload rates (in cents per 100 lbs.): on hogs, as above:

Reinkin	95.5c	Parnell	97 c
Edmonson	95.5c	Tampico	97 c
Hart	95.5c	Turkey	95.5c
Dimmitt	95.5c	Quilicura	95.5c
Whiteley	95.5c		

Silverton	95.5c	Finder	95.5c
Lockney	95.5c	Edgin	95.5c
Barwise	93.5c	John Farris	95.5c
South Plains	95.5c	Petersburg	93.5c
Storley	95.5c	Boston	93.5c
Cereal	95.5c	Klaton	93.5c
Plainview	95.5c	Lubbock	93.5c

Routing to be via Estelme, Texas, Fort Worth & Denver City Railway, Amarillo, Texas, thence A. T. & S. F. Ry. or C. R. L. & G.-C. R. L. & P., Santa Rosa, New Mexico, Southern Pacific Lines. These rates do not apply to intermediate territory.

## Direct Ferry

Motorists Save Miles of Driving.  
Vallejo-San Francisco Fast Boats.

DINING ROOM - BARBER SHOP  
BOOTBLACK - NEWS SERVICE

**Southern Pacific Golden Gate Ferries, Ltd.**

Clay St. Pier—North End Ferry Bldg.  
DAvenport 4000—Local 8921



PACIFIC DEPARTMENT

114 Sansome St.

San Francisco California

## Geo. H. Burr, Conrad & Broom

Incorporated

### Investment Securities

▼

**490 CALIFORNIA STREET  
SAN FRANCISCO**

## Know these Firms

They represent the backbone of San Francisco and deserve your co-operation in their respective lines. They offer a personal, individual service; complete, intelligent and helpful.

### Advertise Anything!

Houses, Lots, Apartments, Furniture, Farms, Farm Tools, Implements, Mechanic's Tools and Machinery, Building Materials, Automobiles, Tires, Accessories, Stocks & Bonds, Insurance, Accountancy, Investment Securities, Hotels, Situations Wanted, Help Wanted, Stoves, Phonographs, Radios, Books, Music, Clothing, Hats, Shoes, Markets, Candies, Ice Cream, Flowers, Chickens, Typewriters

For anything at all you will find a buyer or seller through the columns of

"San Francisco Business"

#### 7A—BUTCHERS

Beef, Calves, Sheep and Hogs Bought or Slaughtered on Commission

**JAMES ALLAN & SONS**  
WHOLESALE BUTCHERS

Office and Abattoir:  
THIRD ST. and EVANS AVE.  
Phone MI 5600 San Francisco

#### 8—CHOCOLATE MANUFACTURES

**D. GHIRARDELLI CO.**  
SAN FRANCISCO

CHOCOLATE and COCOA  
Since 1852

#### 9—CONTRACTORS

**California Construction Co.**

GENERAL CONTRACTORS  
715 Standard Oil Building  
San Francisco

#### 10—CRACKPROOF GARDEN HOSE



**Crackproof GARDEN HOSE**

Manufactured by  
**Pioneer Rubber Mills**  
San Francisco  
Sold all over the world

#### 11—ELECTRIC SIGNS

**BRUMFIELD ELECTRIC SIGN CO.**

965-967 FOLSOM ST., S. F.

WE MANUFACTURE

**OUR OWN NEON SIGNS**

PATENTS APPLIED FOR

#### 13—EMPLOYMENT BUREAU

**COMMUNITY PLACEMENT BUREAU, INC.**



Operated by  
San Francisco  
Employers

HUNTER-DULIN  
BUILDING  
KE arny 2800

#### 14—FLOWERS

**Darbee Florist**

GEN. A. J. GOOCH, Prop.

1036 Hyde St. San Francisco, Calif  
Phone FRanklin 0208  
Open Evenings and Sundays. We deliver and telegraph flowers anywhere.

**JOSEPH'S**  
*Bon Voyage Packages*

Ask us about our "PULLMAN TIN"  
Telephone DOuglas 7210  
Cable Address: "Josfor"

We telegraph flowers to distant cities

#### 16—GLASS

**PACIFIC COAST GLASS CO.**

Manufacturers of  
**BOTTLES and JARS**  
SEVENTH and IRWIN STREETS  
Phone MA rket 0327 San Francisco

#### 19—HOTELS

**HOTEL ROOSEVELT**

Jones at Eddy

SAN FRANCISCO'S NEW FINE HOTEL  
Every room with bath or shower  
\$2.00 to \$3.50 Garage next door

#### 19A—HOTEL EQUIPMENT

Telephone MA rket 2400

Manufacturers of Kitchen Equipment for  
Hotels, Restaurants and Institutions.

China - Glassware - Silverware

**MANGRUM-HOLBROOK**  
1235 Mission Street, San Francisco

#### 20—IMPORTERS

**Edward L. Eyre & Co.**  
Exporters and Importers

Grain, Grain Bags, Copra Cake, Linseed Meal,  
Cottonseed Cake, Mill Feeds, Steel, Oil, Beans,  
Peanuts, Mexican and Oriental Products

518 MERCHANTS EXCHANGE  
Phone KE arny 0289 San Francisco

10866—Smoking stands, CL, eastbound: Request for amendment of Tariff 3-A (I. C. C. No. 1226, H. G. Toll, agent), to provide for carload rate of \$2.03 per 100 lbs., minimum weight 20,000 lbs., on stands (smoking), K. D. or S. U., and carload rate of \$1.71 per 100 lbs., minimum weight 30,000 lbs., on smoking stands, K. D. or folded flat, minimum weight 30,000 lbs., from California to Group "D" (same as shown westbound in Sections 3 and 4, Item 2875-A, Tariff 1-G (I. C. C. No. 1224, H. G. Toll, agent).

10867—Wooden toy and children's vehicle stock, CL, eastbound: Request for addition of wooden toy and children's vehicle stock in Section 2 of Item 2008, Tariff 2-Y, (I. C. C. No. 1233, H. G. Toll, agent).

10868—Iron drums (19-gauge), empty, returned, CL, eastbound: Request for carload rate of \$1.75 per 100 lbs., minimum weight 14,000 lbs., subject to Rule 31 of Western Classification, returned from California to Group "B" under Tariff 3-A (I. C. C. No. 1226, H. G. Toll, agent).

10869—Palm oil and inedible vegetable tallow, imported, CL, eastbound: Request that rate of 55¢ per 100 lbs. on imported coconut oil as authorized by Rate Advice 7283 (Cor.) be made to also apply on palm oil and inedible vegetable tallow under Tariff 30-S (I. C. C. No. 1234, H. G. Toll, agent).

10870—Absorber tower baffles, iron or steel, CL, westbound: Request for carload rate of \$1.08 per 100 lbs. on above, minimum weight 30,000 lbs. from Group "M" to the Pacific Coast under Tariffs 1-G (I. C. C. No. 1224, H. G. Toll, agent), and 4-D (I. C. C. No. 1230, H. G. Toll, agent).

10871—Rough iron or steel forgings in mixed carloads with tractors, westbound: Request for inclusion of above from Group "D", in Item 1557-B of Tariff 1-G (I. C. C. No. 1224, H. G. Toll, agent), subject to rate of \$1.40 per 100 lbs. at minimum weight of 50,000 lbs.

10872—Printing and Wrapping Paper, CL, eastbound—for export to Cuba: Request for amendment of Tariff 2-Y (I. C. C. No. 1233, H. G. Toll, agent), to provide for carload rate of 75¢ per 100 lbs. on above from the North Coast to New Orleans, La. (Group "D"), when for export to Havana, Cuba.

10873—Pumice stone, CL, eastbound: Proposal to cancel Item 3330 of Tariff 3-A (I. C. C. No. 1226, H. G. Toll, agent).

10241—(Reopened)—Brass tubing, CL, westbound: Request for rate of \$1.50 per 100 lbs. on above from Group "A" to California under Tariff 1-G (I. C. C. No. 1224 of H. G. Toll, agent).

10808—(Amended)—Canned goods, CL, eastbound—to North Dakota and Minnesota points: Proposal to amend Item 5555 of Tariff 3-A (I. C. C. No. 1226, H. G. Toll, agent), to provide for the following carload rates, minimum weight 40,000 lbs., from Rate Basis 1 points opposite which reference to Gateway 10-A is shown, to apply via Gateway 10-A to Devils Lake, Grand Forks, Fargo, Wahpeton, N. D.; Crookston, Fergus Falls, St. Cloud, Moorhead, Detroit Lakes, Minn., \$1.28 per 100 lbs.; Thief River Falls, Bemidji, Minn., \$1.33½ per 100 lbs.; Winnipeg, Man., \$1.50 per 100 lbs.; Brandon, Man., \$1.68 per 100 lbs.

Additional docket to be considered by the Standing Rate Committee not later than March 13th:

10806—Bentonite clay, CL, westbound—from Osage, Wyo.: Request for amendment of Tariff 1-G (I. C. C. No. 1224, H. G. Toll, agent), to provide for rate of \$10.00 per net ton on above from Osage, Wyo. (C. B. & Q. R. R.) to California.

# LEADS for NEW BUSINESS

[continued from page 38]

**Printing** — Demon's Printery, 1271A McAllister; Flores & Hendricks, 5119 3d; Quick Print Press, 912 Market; South of Market Tribune, 5129 3d to 5119 3d; Twentieth Century Press, 500 Sansome to 324 Sacramento.

**Produce** — Paramount Produce Co., 1665 O'Farrell.

**Radios** — Radio Wrecking Co. (used), 1 fifth to 350 Market; Thompson & Holmes, Ltd. (wholesale), 951 Mission.

**Real Estate** — A. J. Dalton, 3578 to 5498 Mission; Gilger Realty Co., 222 Kearny.

**Restaurants** — B J D Coffee Shop, 2631 Mission; Goodfellows Grill No. 1, 4511 Mission; Fritz Swanson, 745 Lincoln Way.

**Rubber Stamps** — A. F. Cordray Co., 450 Market to 343 Kearny.

**Safety Appliances** — Mine Safety Appliances Co., 1267 Mission.

**Securities** — American National Securities Corp., 220 Montgomery; Hancock Securities Co., Kohl Bldg.

**Service Station** — Mozzetti Bros., Visitation.

**Sheet Metal** — F. B. Judge Co., 24 Dore to 283 Vallejo.

**Shoes** — W. A. Devine, 10 1st; Peter Wilhelm (custom), 105 Kearny to 1107 Leavenworth.

**Signs** — General Sign Co., Inc., 655 Turk.

**Sportswear** — Jacob Guttman & Sons (knitted), 151 Sutter.

**Steam Specialties** — W. E. Mudgett Co., 700 2d to 765 Bryant.

**Studios** — Globe Art Studio, 477A Hayes to 5512 Geary; Sarony Studio, 833 Market.

**Surveyors** — City Surveying Co., 220 Montgomery to 251 Kearny.

**Tea** — Anglo-American Direct Tea Trading Co., 25 California.

**Theatres** — Columbia Theatre, 70 Eddy to 135 O'Farrell; Regent Theatre, 2251 Fillmore; Tivoli Theatre, 70 Eddy.

**Tires** — Bryson & Barkman, 276 Golden Gate Ave.

**Tools** — P R B Tool Co., 360 Fremont.

**Towels** — Star & Crescent Co. (Turkish), 552 Mission.

**Undertakers** — D. I. Kenny & Sons, 1652 Eddy to 1965 Market.

**Windows** — Concord Patent Window Co., 1 De Haro.

**Miscellaneous** — T. F. Allen, 111 Sutter to 1 Montgomery; American Discount Co., 1 Montgomery; S. H. Amigo, 381 Bush; Bay City Co., 593 Market; Dr. E. A. Benson, 109 Powell; Leslie F. Bosshardt, Hearst Bldg.; Commercial Liquidating Co., 24 California; Electro Therapy Products Corp., Ltd., 255 Golden Gate Ave.; D. W. Everett Repair Co., 50 Mary; Exploration Co. of California, 351 California; J. M. Feldman Co., Inc., 1234 Folsom; Frontenac, Ltd., 149 Fell; General Electric X-Ray Corp., 450 Sutter; Ernest Houdlett, 111 Sutter; Howard Dustless Duster Co., 163 2d to 155 New Montgomery; Laidlaw Co., 1311 Post to 735 Eddy; Modine Copper Radiator Agency, 357 9th; National Petition Referendum Assn., 1095 Market; Oregon City Woolen Mills, retail store, 2400 to 2554 Mission; Precipitating Metal Works, 15th and De Haro; Dr. M. E. Roberts, 2117 O'Farrell; San Francisco Vocational Service, 988 Market; Silberling Research Corp., Ltd., 31 California; O. M. Simmons Co., 700 2d to 765 Bryant; T. A. S. News Agency, 135 4th; Trans-Pacific Passenger Conference, 268 to 525 Market; Van Ness Motor Mart, 30 Van Ness Ave.; F. C. Williams Co., 1618 Filton to 1617 Lombard.

## 21—ICE MANUFACTURERS

**Merchants Ice and Cold Storage Company**  
 Sansome, Lombard, Battery, Greenwich and Montgomery Streets  
 Rail and water connections with up-to-date facilities insure satisfactory service  
 Phone KE army 0374 San Francisco

**CITY ICE DELIVERY CO.**  
 135 KANSAS STREET  
 MARKET 6400  
 Distributors for Consumers Ice, National Ice & Cold Storage, Union Merchants Ice Delivery Co.

**"OVER-THE-COUNTER"**  
 Market Specialists  
 Unlisted Stocks and Bonds  
**MARTIN JUDGE JR. & CO.**  
 1 MONTGOMERY STREET  
 DOUGLAS 8760 San Francisco

**MORRIS-NOBLE COMPANY**  
*Investment Securities*

## 21—LANDS

**MILLER & LUX**  
 Incorporated  
 FARMING AND LIVESTOCK PROPERTIES  
 1114 MERCHANTS EXCHANGE BLDG.

**Industrial Opportunities**  
 in Industrial Lands in South San Francisco — Low Land Cost  
 San Francisco Freight Rates  
 San Francisco Switching Area  
**SOUTH S. F. LAND AND IMPROVEMENT CO.**

## 25—LUMBER

**Christenson Lumber Company**  
 LUMBER - MILLWORK  
 Yards and Mill:  
 FIFTH and HOOPER STREETS  
 MARKET 0580 San Francisco

## 26—METALS

**Sheet Metal Manufacturing**  
 Press Work - Forming - Welding - Irrigation Pipe - Building Products - Orchard Heaters - Oil Buckets - "De Laitrie" Automatic Gas Machine  
 Vent-O-Screen Ventilating Screen  
**W. R. AMES CO.**  
 150 Hooper Street MARKET 3815

**Federated Metals Corporation**  
 Great Western Smelting and Refining Branch  
**M E T A L S**  
 75-99 FOLSOM STREET  
 DAVENPORT 2540 San Francisco

## 28A—OIL BURNERS

**—RAY—**  
**FUEL OIL BURNERS**  
 Made in San Francisco  
 Sold the World Over  
 Automatic, Industrial, Marine Types

## 29—PACKERS

**GRIFFITH-DURNEY CO.**  
 San Francisco  
**CANNED FOODS**  
 California Fruits, Hawaiian Pineapple  
 California Asparagus, California Sardines, Salmon—All Grades

## 29A—PHOTOSTAT SERVICE

**PHOTOSTAT COPIES**  
 Made from Letters, Legal Documents, Maps, Blueprints, etc.  
 Personal confidential service  
**Standard Photostat Company**  
 142 Sansome Street SUTTER 1475

## 30—SAFES AND VAULTS

Telephones: GA rfield 3041 and 3042  
**The Hermann Safe Co.**  
 Manufacturers and Dealers  
 Fire and Burglar Proof Safes and Vaults Safe Deposit Boxes, Etc.  
 Howard and Main Sts. San Francisco

## 35—STEAMSHIP COMPANIES

**American-Hawaiian S. S. Co.**  
 Frequent and Dependable Coast to Coast Service  
 DAVENPORT 2900 215 Market Street

Joint Service of Phone DOUGLAS 7510  
**HOLLAND-AMERICA LINE**  
 AND  
**THE ROYAL MAIL STEAM PACKET CO.**  
 PACIFIC COAST—EUROPE  
 "The Pioneer Refrigerator Service"  
 120 Market Street San Francisco

## 36—STEEL

**Montague Pipe & Steel Co.**  
 Riveted Steel Pipe, High Pressure Pipe Lines, Oil and Water Tanks, Syphons, Steel Flumes, Stacks, Montague Well Casing, Water Tube Safety Boilers  
 Works: 17th and Kentucky Streets  
 Phone MARKET 6909, San Francisco  
 Office: Hobart Building Phone KEARNEY 0698

**PATENTS**  
 TRADE MARKS, FOREIGN PATENTS  
**MUNN & CO.**  
 Suite 601 Hobart Bldg., San Francisco

When Advertising . . .  
 Don't whisper  
 If you can afford to **Yell!**  
 See this Publication's Advertising Manager or telephone DAVENPORT 5000  
 For Expert Advice

## Rent a Car

Drive it  
yourself

1930 BUICK, PONTIAC  
CHEVROLET

**The Lowest Rates**

Stations: San Diego to Seattle

**HERTZ**  
DRIV-UR-SELF  
**STATIONS**

The World's Largest  
Automobile Rental Company

Telephone  
FRespect 1000

*The Time to Advertise is All  
the Time*

**Pacific Meter Works**  
of  
**American Meter Company, Inc.**

*Specializing in the  
Manufacture of Gas Meters and  
Allied Apparatus*

495 ELEVENTH STREET  
San Francisco, Calif.

**F. E. BOOTH  
COMPANY, Inc.**

*Packers and Canners*  
**Fish, Fruit, Vegetables**

Executive Offices:  
110 Market St. San Francisco

**WESTERN PIPE  
AND STEEL CO.**  
OF CALIFORNIA

LARGEST FABRICATORS OF  
GENERAL STEEL PRODUCTS  
IN THE WEST

Five Factories Dedicated to Service—  
South San Francisco, Los Angeles,  
Fresno, Taft, and Phoenix, Arizona

San Francisco Office:  
444 MARKET STREET

## Unusual and Interesting Events

Compiled by Information and Statistical Department.

### At the Art Galleries:

Courvoisier Gallery, 171 Post Street—Exhibition of architectural etchings by Louis C. Rosenberg. Other etchings by Kerr Eby and Nixon.

East-West Gallery, 609 Sutter Street—Exhibit of photographs by Eugene Butehinson, "Soul of Steel." Exhibition of woodblock prints in colors (Japanese).

Galerie Beaux Arts, 166 Geary Street—Exhibition of paintings by modern masters. Gump's Gallery, 246 Post Street—Exhibit of paintings by R. Macaulay Stevenson. Etchings by Max Pollak.

Paul Elder Gallery, 239 Post Street—Etchings and block prints and oil paintings by Cornelis Bolke and Jessie Arnis Bolke.

Haviland Hall, University of California, Berkeley—Exhibit of thirty-six paintings by Eugen Neubaus.

California Palace of Legion of Honor, Lincoln Park—Group of engravings by Dr. Archer Milton Huntington.

March 14—

1:00 P. M.—Young People's Symphony Concert, Wheeler Beckett, conducting the San Francisco Symphony Orchestra. Soloist: Mme. Ernestine Schumann-Heink and Grisha Goluboff, 7-year old violinist, Curran Theatre.

8:30 P. M.—Robert Pollak, violin recital, Opal Hiller at the piano, Community Playhouse.

March 15—

2:30 P. M.—Lecture by John Laurence Seymour, "Hamlet," Paul Elder Gallery.  
2:30 P. M.—Moving picture, "Alice Through the Looking Glass, Community Playhouse, Sutter and Mason streets.

March 16—

2:00 P. M.—Golden Gate Park Band Concert, Ralph Murray, director, Golden Gate Park Band Stand.

3:00 P. M.—Ruth Stenezynski five-year-old pianist, Erlanger's Columbia Theatre.

March 17—

3:00 P. M.—Lecture by John Laurence Seymour, "Everyman," Paul Elder Gallery.  
8:15 P. M.—German Grand Opera Company presents "Das Rheingold," Dreamland Auditorium, Post and Steiner streets.

8:30 P. M.—Piano recital by Josef Lhevinne, Scottish Rite Hall.

March 18—

2:30 P. M.—Reading by Irving Pichel, "Many Waters," Monckton Hofe, Paul Elder Gallery.

8:15 P. M.—E. H. Sothern, dramatic recital, "Macbeth," "Merchant of Venice" and "If I Were King," Scottish Rite Hall.

8:15 P. M.—German Grand Opera Company presents "Tristan and Isolde," Dreamland Auditorium, Steiner and Post streets.

8:30 P. M.—Abus String Quartet, with Edward Harris, pianist, guest artist, Community Playhouse.

March 19—

8:15 P. M.—German Grand Opera Company presents "Die Walkure," Dreamland Auditorium, Steiner and Post streets.

March 20—

3:30 P. M.—Lecture, "Shakespeare's Men Who Fail," Brother Leo, F. S. C., L. H. D., auspices Philaethia Club, Western Women's Club.

8:15 P. M.—German Grand Opera Company presents "Siegfried," Dreamland Auditorium, Steiner and Post streets.

8:30 P. M.—Her Imperial Highness Princess Der Ling (lecture) "At the Manchu Court," illustrated.

8:30 P. M.—"An Evening in Hawaii," Community Playhouse.

March 21—

3:00 P. M.—Lecture by John Laurence Seymour, "Much Ado About Nothing," Paul Elder Gallery.

8:15 P. M.—German Grand Opera Company presents "Flying Dutchman," Dreamland Auditorium, Steiner and Post streets.

March 22—

2:15 P. M.—German Grand Opera Company presents Mozart's "Don Juan," Dreamland Auditorium, Post and Steiner streets.

2:30 P. M.—Lecture by Julian Hawthorne, "How the 'Scarlet Letter' Was Written," Paul Elder Gallery.

8:15 P. M.—German Grand Opera Company presents "Goetterdaemmerung," Dreamland Auditorium, Post and Steiner streets.

Pipe organ recitals by Uta Waldrop every Wednesday, Saturday and Sunday, 3:00 to 3:45 P. M., California Palace of the Legion of Honor, Lincoln Park (open to the public).

### PERMANENT ART GALLERIES

Beaux Arts Galerie - 166 Geary Street	Paul Elder Gallery - 239 Post Street
East-West Gallery - 609 Sutter Street	Valdespino Gallery - 345 O'Farrell Street
de Young Museum - Golden Gate Park	Vickery, Atkins & Torrey - 550 Sutter St.
Courvoisier Gallery - 474 Post Street	Worden Art Gallery - 312 Stockton Street
Gump Galleries - 246 Post Street	Schwabacher-Frey Gallery, 735 Market St.
Legion of Honor Palace - Lincoln Park	Workshop Gallery - 536 Washington St.

# San Francisco Business

## SHARP PARK

Securing of Our New Golf Course an Achievement

## UNITY DID IT!

SHARP PARK COMMITTEE, under chairmanship of Whitney Tenny, has had remarkable success in pulling through its task of securing Sharp Park as San Francisco's newest golf course. This committee was composed of the combined committees of the Municipal Affairs Committee and the Sports Committee under the respective chairmen, William Jason, Jr., and Lloyd Dinkel. To these committees go the credit for the completion of such a big task in short a space of time, and it was only accomplished because of the spirit of cooperation which prevailed and the "esprit de corps" with which the plans of action were carried through.

### Committee Assisted

The committee was effectively assisted by the Municipal Golfers' Association of San Francisco and C. I. Haley, who led members of the newly organized Golfers' Bureau of the Junior Chamber of Commerce in securing over forty-one endorsements from as many interested organizations. These endorsements were presented to the Park and Playground Committee of the Board of Supervisors and after their approval the matter was referred to the Finance Committee. At a meeting of this committee there were assembled representatives from most of the public spirited organizations in San Francisco, who backed up the action of the Junior Chamber of Commerce and prevailed on the Finance Committee to advance \$25,000 so that work might commence on Sharp Park Golf Course at once. This action was taken and later ratified by the Board of Supervisors as a whole. They have also pledged themselves to put into next year's budget \$25,000 to carry this project to completion.

### John McLaren Announcement

John McLaren, superintendent of parks, under whose jurisdiction the work of completing the golf course comes, has announced that work has already commenced, but that it would take from eight to twelve months to complete.

### Sharp Park Area

Sharp Park covers an area of about 100 acres just south of the county line in Marin County, paralleling the ocean. The ground has an ideal contour for an 18-hole course, with many natural hazards, making it not only one of the finest courses in the world, but one of the best.

# Fete Army Flyers

### Help Make the 1930 S. F. Census Complete

The 1930 Census will be taken April 2 to 15, inclusive. There will be 416 enumerators engaged in counting the hundreds of thousands of residents in San Francisco. Two hundred enumerators will be engaged in the Sixth District, that portion of the city north of Market

### Junior Chamber Will Be Host To Personnel of U. S. Air Corps

WHEN the United States Air Corps have their annual maneuvers in California between April 1-25, the San Francisco Junior Chamber of Commerce will be host to the entire personnel at an elaborate dinner to be given in their honor on April 19. Official acceptance to this dinner was received last week from Brigadier General Gilmore, chief of provisional wing, and assistant to Major General Fechet, chief of Air Corps. Between 150 and 200 commissioned personnel are expected to attend. Gordon MacDonald is chairman of the committee to handle all details of the dinner.



The entire Army Air Corps will be concentrated at Mather Field, Sacramento, from the 1st to 25th of April. These maneuvers will constitute the annual exercises of the Air Corps. This is the first time that the entire Air Corps has been assembled on the west coast for tactical maneuvers. During their entire stay they will be in and about the San Francisco Bay area but on the afternoons of April 19 and 20 the planes will be open for inspection to the public. Over 140 planes of all classes will be here. They are divided into four classes, attack, pursuit, observation and bombardment.

### Maneuvers Open Way for West's Development

The theory behind these maneuvers is of vital importance to northern California and should command the attention of everyone. Further development of army air bases in northern California will depend upon the successful conclusion of these maneuvers. They are out here to find out the most strategic position to concentrate the forces in time of need.

The plan is based upon several conditions. They are assuming that the Atlantic fleet is held on the east coast here [continued on page 2]

### Nominating Committee Elected

The burden of selecting the "official ticket," comprising the names of twenty-one men to be balloted upon as directors on May 13, was placed upon the following men, elected members of the Nominating Committee at the meeting of the Board of Directors on March 5:

- Chalmers Graham, Chairman; Emmet J. Cashin, Chester R. F. Cramer, John Levison, John Lincoln, Elliott McAllister, Jr., C. C. Trowbridge, Jr.

Too much importance cannot be placed upon the necessity of proper selection of the men who will comprise our Board of Directors for the coming year. That the selection made by the Nominating Committee reflect the united thought of our membership, all members of the Junior Chamber are most urgently requested to forward their suggestions to the chairman of this committee on the card submitted to them for this purpose.

Street, and the other 200 in the Seventh District—south of Market Street. At best, the task is a most difficult one.

If the census is to be a success, every member of the Junior Chamber and every other citizen in San Francisco must do his duty. This duty will be to educate oneself, one's family, and all persons with whom one comes in contact to be certain to be enumerated.

The enumerators will call at places of abode—not office or plant. In order to be counted persons must either be home when the enumerator calls, or instruct whoever is at home to include every person residing in the establishment. If the enumerator misses you, you must notify the census supervisors, whose offices are in the Registrar of Voters office, City Hall, and the supervisors will either send an enumerator to count you, or else provide means for your being counted.

Civic organizations, newspapers and others are claiming a population of more than 750,000 for San Francisco. In order to reach that figure officially, each one must be counted.

If you fail to do your duty, and the government's figures fall short of what you claim for your city, do not blame

the Government. You will have only yourself to blame.

Be certain that you are enumerated and advise your associates to see to it that they are enumerated. In this way San Francisco will get the official recognition in regards to population that means so much to the city.

**Don't Forget the Census!**

### Plan Made to Keep Contact With Supervisors

A very interesting plan is being worked out by William Jason, Jr., chairman of the Municipal Affairs Committee, whereby one member of the committee is to be appointed to contact each of the standing committees of the Board of Supervisors of the city and county of San Francisco.

The Municipal Affairs Committee is continually having problems come before it for solution and in order to solve them it means contacting certain committees of the supervisors. It is felt that because of the variety of problems that are presented the man contacting with the committee to which it would be referred would be able to do a much better job because of advance understanding and contacting made. This would save much time and unnecessary preliminary work that usually precedes such problems as presented.

It is believed that this plan will be of real benefit to all concerned.

Free Public Library  
Civic Center  
San Francisco

# SAN FRANCISCO BUSINESS

[San Francisco Junior Chamber of Commerce Issue]

MARCH 19, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

Published once each month as the San Francisco Junior Chamber of Commerce Issue of San Francisco Business at 211 Merchants Exchange Building, San Francisco, California. Editor - Robert Coons

Associate Editors

Theodore Brower T. E. Conolly John Gomeritz Louis Reynolds  
Chairman, Publicity Committee - H. R. Given, Jr.

Officers of the San Francisco Junior Chamber of Commerce

President - A. M. Brown, Jr. Second Vice-President - J. A. Folger  
First Vice-President - J. H. Threlkeld Third Vice-President - Ralph M. Grady  
Frank A. King, Secretary-Manager Walter Reiniers, Assistant Manager

Directors

Gano R. Baker, Thomas J. Bannan, Lloyd H. Berendsen, A. M. Brown, Jr., R. B. Coons, Lloyd W. Dinkelspiel, Milton H. Esberg, Jr., Daniel W. Evans, J. A. Folger, H. R. Given, Jr., Ralph M. Grady, John J. Heffernan, W. E. Janson, Jr., Thomas Larke, Jr., Fred Maehr, Fred Marwedel, Wilson Meyer, Martin S. Mitton, Porter Sesson, Frederic E. Supple, J. H. Threlkeld, J. J. Tynan, Jr., Alex J. Young, Jr.

## OBSERVATIONS

Every Junior Chamber member holding San Francisco's interests in high regard should prepare to stand by with energy and time to devote to the 100% Census Campaign.

The completion of Pacific Avenue's renovation is a bonanza to motorists. We recommend for a Sunday afternoon ride. One can now look at the stately old homes without the annoyance of jagged cobblestones and creeping cable cars.

As is pointed out elsewhere in this issue, all members of the Junior Chamber may have a say in the selection of the next administration by filling out and returning the cards recently sent out with your proposal for a member or members of the Board of Directors. The nominating committee places much weight on these recommendations.

The Sharp Park project, while complimentary to the efficiency of the Municipal Affairs and Sports Committees, presents also an interesting commentary on the work of the entire Junior Chamber. Every new project or movement is attacked with a marked increase of expedition and intelligent management which eloquently bespeaks the progress and growth of the organization.

Mr. D. H. Hughes, assistant to the president of the Chamber of Commerce, and erstwhile "Hal" of the Junior Chamber, covered the California Navy Air Base Situation in masterful fashion in this month's San Francisco Business. If not already read it deserves the consideration of every member.

### Junior Chamber to Promote S. F. Industries

The Junior Chamber is cooperating with the Radio-Keith-Orpheum organization in the holding of their Community Month, now being celebrated at the Orpheum and the Golden Gate theatres. Exhibits of about forty San Francisco manufacturers are being displayed in the foyers of the two theatres. Each exhibit will be seen each week by nearly fifty thousand people. In addition, trailers are being shown on the screen calling attention to the exhibits and stressing the importance of local industry to the prosperity of the city.

Mr. Cliff Work, San Francisco manager of RKO, said, "Radio-Keith-Orpheum is a nationwide organization, but so far as our two local theatres, the Orpheum and the Golden Gate, are concerned, they are an integral part of the business life of the city. We, therefore, are putting on a Community Month to help call the attention of the people of San Francisco to the industries already established here. It is our desire to do anything that we can to help further the prosperity of San Francisco industries. And we hope that our effort will be a worthy contribution to the work of community building so splendidly initiated by the Junior Chamber of Commerce in sponsoring San Francisco Products Week."

Several weeks ago Mr. Work appeared before the Industrial Committee and set forth his plans for the Community Month and explained what he hoped to accomplish. His plans were favored by the committee and were passed on to the Board of Directors who approved of the Junior Chamber's cooperating with RKO

### FETE ARMY FLYERS

(continued from page 1)

cause the Panama Canal is out of operation until June, the Pacific fleet is bottled up in San Francisco, southern California has fallen before the enemy and San Diego and Los Angeles is the concentrating point for the enemy, the enemy has established a huge munitions and supply base at Stockton and there is an impending attack upon San Francisco. Their job will be to open up San Francisco Bay for the fleet, to ward off an impending attack upon northern California and demolish the supply base. Their biggest object is to see the effectiveness of air attacks as the sole means of attack and defense. For three weeks planes will be screaming overhead in actual war maneuvers. Attacks will be made both by day and by night.

San Francisco will watch one of the most spectacular shows ever staged and will taste what real warfare is like. The Army believes the next great war will be on the Pacific and San Francisco will be the key position. Every new type of equipment and every new theory which has been patiently worked upon during the last few years will be tried. F. Trause Davidson, Assistant Secretary of War, will be here to watch the progress and success of the Air Corps.

San Francisco should feel proud to be included in such a tremendous undertaking. The Junior Chamber anticipates the accomplishment of its share in making the event a success.

on the project. Since that time a committee composed of Gano Baker, chairman, John Lincoln, Dick Laist, and Herbert Mitchell, all of whom were active on Products Week, have been giving their assistance.

### Junior Chamber Committee Meetings

From March 17 to April 18, Inclusive

- March 17—Executive, Publicity.
- March 18—GENERAL MEMBERSHIP.
- March 19—Board of Directors.
- March 20—Aeronautics, Membership.
- March 21—Marine.
- March 24—Executive, Publicity.
- March 25—Fire Prevention, Industrial, Program.
- March 26—Board of Directors.
- March 27—Municipal Affairs, Sports.
- March 28—Marine.
- March 31—Executive, Publicity.
- April 1—Fire Prevention, Industrial.
- April 2—General Membership.
- April 3—Aeronautics, Membership.
- April 4—Marine.
- April 7—Executive, Publicity.
- April 8—Fire Prevention, Industrial, Program.
- April 9—BOARD OF DIRECTORS.
- April 10—Municipal Affairs, Sports.
- April 11—Marine.
- April 14—Executive, Publicity.
- April 15—Fire Prevention, Industrial.
- April 16—BOARD OF DIRECTORS.
- April 17—Aeronautics, Membership.
- April 18—Marine.

### Important to All Members Serving on Committees

To expedite the work of the Junior Chamber in ascertaining the number of committee men able to attend their respective committee meetings, a new system is about to be put into effect. Committee meeting reminder cards will hereafter be a double card and all committee members are urgently requested to return immediately the proper portion of the notice to the office indicating whether or not it will be possible for them to attend the meeting in question.

(Signed) FRANK A. KING,  
Secretary-Manager.

### Marine Committee Handles Large Volume of Work

Ten important projects were sponsored and either completed or put well under way by the Junior Chamber of Commerce Marine Committee during the past year, according to Wilson Meyer, chairman.

San Francisco shippers and transportation men say that Meyer's group has infused new life into the city's waterfront improvement program in his first year's activity.

The first annual Harbor Day, August 22, was the most spectacular feat accomplished by the committee. Harbor Day is to be repeated again next August or September. The purpose of the occasion is to call San Francisco's attention to the fact that shipping is its greatest industry, that San Francisco ranks second only to New York among American ports in value of cargoes, and that there is pressing need for improvements on the waterfront in order that the city may hold its present high place.

Under the direction of Eugene Lloyd, freight traffic manager of the Dollar Steamship Company, the committee conducted at the request of the Pan-American Steamship Association a canvass of shipping firms to determine the advisability of lengthening the hours of government inspection of off-shore vessels. Steamship companies proved al-

most unanimous in favor of the lengthening of hours from sunset to sunrise present inspection period, to 5 a. m. to 11 p. m., the hours now prevail New York. The Junior Chamber committee is now endeavoring through greenman Florence P. Kahn, to governmental consent to the change which, it is expected, would result in great saving in labor charges for loading ships and considerable convenience to passengers.

### Graham Directs Alien Detention

Chalmers Graham, chairman of the Marine Committee in 1928, is now effecting a movement that will make it possible to have alien sailors of visiting ships detained at Angel Island. At present Graham points out, foreign liners arriving San Francisco are required to detain on shipboard members of the crew ordered detained by government immigration officials. In many cases the ships have no adequate way of detaining the aliens and their consequent escape causes imposition of heavy fines by the Government. It is now proposed to have the aliens detained at the Island Immigration station, the cost being defrayed by the steamship lines accommodated.

### Removal of Coos Bay Wreck Underway

Removal of the wreck of the Coos Bay from the rocks near the Golden Gate is another project the Junior Chamber Marine Committee has undertaken. Sixty week members of the committee have removed the smoke stack, the most slightly portion of the wreck, and expect to completely dismantle the wreck with the cooperation of the owners, at an early date. Alfred W. Young, secretary of the Yachting Association, has been most active in this civic work and through his sustained efforts, according to Chairman Meyer, that progress in several years work is now reported toward removing the Coos Bay eyes from the entrance to the harbor.

Young also was chairman of the Junior Chamber committee that arranged a welcome to the Panama Pacific Exposition, "Pennsylvania," the largest craft in intercoastal run. The committee is engaged in preparing a reception for the East Asiatic liner "America," one of the largest combination freight and passenger vessels plying in the Pacific Coast-European trade. Wheaton S. Brewer, Edward P. Crossan and Walter L. Dawes are in charge of this event planned for next month.

Widening of the Embarcadero at Market and Clay streets was another important accomplishment credited to the Junior Chamber Marine Committee. Headed by Chalmers Graham, member of the Marine Committee, waited on Board of Supervisors' Finance Committee for several weeks, finally getting bearing for the plan of Major Charles Tilden, Harbor Board Commissioner, to have the construction financed jointly by the Commission and the Board of Supervisors.

The committee also participated in inauguration of amphibian plane service between San Francisco and Oakland Air Ferries, Ltd., last month. Jos. J. Tynan, Jr., a member of the committee and a director of the Junior Chamber of Commerce, is president of Air Ferry Ltd.

Personnel of the very active Marine Committee is as follows:

Wilson Meyer, Chalmers Graham, David L. Kieffer, Eugene Lloyd, Sidney Walton, Will C. Crockett, Emmet J. Cannon, Warren H. Clark, Jr., Alfred W. Young, Joseph J. Tynan, Jr., H. P. Faye, George C. Martin, Joseph T. Friedland, Gerald J. O'Gara, Carl Langguth, Chas. G. Eckart, Wheaton N. Brewer, Edward P. Crossan, Walter L. Dawes, D. Hughes.

# FACTS and CRACKS



As proof that the spirit of "Winken, blinken and Nod," still lives, Irving Roth, Frank W. Adelstein and Herb Mitchell of the Products Week Committee, put to sea recently for a trip to the Marshall Islands. What products they were after, we don't know.

In the words of Wilson Meyer, he has had his. We extend our heartiest sympathy for the broken leg, Wilson, but how did it happen?

The Membership Committee is still talking about the genial and efficient manner in which Paul Wood acted as host at their recent meeting at the St. Francis Yacht Club on the evening of March 12.

Ted Cook, the famous columnist, must now Jim Folger pretty well. Last week one of his famous last words were: "It's not in the budget!"

We hear that Lloyd Dinkelspiel is linking of taking up polo with a view of being on his horse the next time the Argentines visit us.

Bill Jason and his committee ably demonstrated the proper way to handle things by the expeditious manner in which they put over the Sharp Park Golf course project. It was a fine piece of work.

Those unable to attend the luncheon recently tendered Dr. Surface of the Department of Commerce, missed something very worthwhile as Dr. Surface is an authority on his subject.

Members of the Executive Committee after attending the function are still in doubt as to what that joint meeting with the Marine Committee was all about.

After Jack Heffernan completes the task of arranging the broadcasting program by our resident consuls of foreign countries, he might apply for the job of waiting Mrs. Dolly Gann.

Terry Hoag of the Publicity Committee is now associated with the Pacific States Savings and Loan Co.

### THE MODERN WAY

Salesgirl: And what kind of step-ins you like to buy, sir?  
Customer (Jack Givan): Like those the girl sitting there is wearing.

### Membership Group Conceive New Methods

The Membership Committee met Wednesday evening, March 12, at the St. Francis Yacht Club, to discuss the program for the next three months.

Several very constructive ideas were advanced by Mr. Paul Wood, a new member. His ideas for obtaining and retaining new members met with the approval of the entire committee.

This type of meeting, in the evening is approved by all who attended, and the way of suggestion for committee members, it might be a good plan to have an occasional meeting at night.

### What Other Junior Chambers Are Doing

**Dallas J. C. Holda Golf Tourney**  
Dallas Junior Chamber of Commerce is holding a member golf tournament. The Texans have hopes of challenging the best club welders from other cities when they have determined who their own champs are.

The Dallas Chamber also acted as official hosts to 110 students and faculty of the Catawba College Caravan on Wheels—a traveling educational institution making the trip from Carolina to California and back.

### Atlantans Plan Convention Exodus

Atlanta Juniors recently held a joint meeting with the parent body there, hearing a personnel expert tell them how to fit the right man to the right job.

Atlanta has also formed an "On to Brooklyn Club." The southerners hope to send 75 delegates to the next national convention.

### L. A. J. C. Golf Project Leads to Many Tournaments

Success of the Los Angeles Open Golf Tournament, a \$10,000 prize money affair, has led to the establishment of a total of twelve winter tournaments with a total of \$87,000 in prizes, the Los Angeles Junior Chamber has discovered. It is now proposed to give the group a common name, "Western Winter Schedule" and "Western Golf Circuit" are suggested designations.

### Milwaukee Group Reorganize

A divergence of opinion upon sundry matters of policy has caused the Milwaukee Junior Association of Commerce to sever connections with the Milwaukee Association of Commerce. Hereafter the Juniors will go it alone.

### CREDIT DUE

This is the eighth publication of the Junior Chamber of Commerce edition of San Francisco Business. The idea of having such a publication had its inception last August.

While the ways and means committee was weighing the means, the Chamber of Commerce offered to turn over to the Junior Chamber one edition a month of the regular weekly edition of San Francisco Business.

Mr. George L. North, editor of San Francisco Business, took an interest in the young straying and his splendid advice and cooperation has been an important factor in the growth and development of the Junior Chamber edition.

### Speakers' Bureau Aids Junior Chamber Projects

The success of the Speakers' Bureau is assured. This has been proved in the use of the bureau in the presentation of the Sharp Park problem before all the important civic organizations in San Francisco and the enlistment of their efforts in putting it over.

M. O. Tobriner, acting chairman, has stated that it is the plan of the bureau to have a member on each of the active committees of the Junior Chamber who will be conversant with the activities of his committee. He will then be able, if called upon, to present whatever matter is before the committee in an intelligent manner.

It is hoped that anyone who is a member of the Junior Chamber of Commerce and is interested in public speaking will present himself, as there is an opportunity for real service in the Speakers' Bureau.

## Welcome to New Members!

The Junior Chamber welcomes the following new members joining from February 13 to March 13:

W. D. Bigelow, Sutro & Company; James L. Callan, 209 Post Street (jeweler); Walter L. Dawes, Talbot, Bird & Co.; Thomas G. Greene, Swayne & Hoyt; Art Grove, 111 Sutter Street (life insurance); W. T. Hess, Jr., Wreden & Co.; A. M. Hillman, 245 Natoma Street (manufacturer); Barrett G. Hines, San Francisco Bridge Co.; D. H. Hughes, San Francisco Chamber of Commerce; Leland J. Lazarus, 436 Mills Building (attorney); S. F. B. Morse, Jr., Swayne & Hoyt; Norman J. Nathanson, KPO; Ralph W. Scott, 510 Russ Building (attorney); Sam Sankowich, Alta Roofing Company; J. R. Skidmore, 370 Phelan Building (salesman); Don Thompson, KPO; J. H. Voorsanger, Lyons-Magnus Co.; Leonard M. White, Northwestern Mutual Life Insurance Co.; Paul C. Zelinsky, 4120 California Street (painting contractor).

### J. C. Joins in Luncheon to Zeppelin Authority

The San Francisco Chamber of Commerce, Junior Chamber, and Commercial Club, held a joint luncheon Tuesday, March 18, when Mr. V. R. Jacobs, sales manager of the Goodyear Zeppelin Corporation and associate of Commander Hugo Eckener of the Graf Zeppelin, spoke on military and commercial uses of lighter-than-air craft.

The Goodyear-Zeppelin Corporation in 1928 took a contract from the United States Navy to build the two largest airships in the world. They will each be twice the size of the Graf Zeppelin.

### Amateur Oarsmen Endorse Lake Merced for 1932

Delegates to the National Association of Amateur Oarsmen, representing clubs from various parts of the United States, passed a resolution unanimously at their annual meeting at the New York Athletic Club, New York City, March 1, favoring the Lake Merced site for the 1932 Olympic Regatta.

The president of the association, Henry Penn Burke, who spent last summer investigating suitable courses for the events, recommended Lake Merced as the most ideal location for the races.

"It is a perfect aquatic amphitheatre," said Mr. Burke, addressing the meeting, "where 150,000 persons could watch every stroke of a race."

Before Lake Merced may be officially adopted for the Bowing Contest, there are certain obstacles that must be overcome. Clyde King, sub-chairman of the Olympic Games Committee, expects to be able to report after the International Olympic Games Committee meet in Europe this May that San Francisco will have the appointment for this important event. It is pointed out to representatives that will meet in Europe that San Francisco will do everything in her power to make the Olympic Regatta a success.

### Relief Found for Embarcadero Bottle Neck

The Municipal Affairs Committee has been receiving congratulations for finally securing definite action in the widening of the Embarcadero at its intersection with Clay Street. This has been one of the worst bottle necks in San Francisco and it is now to be broken. Mr. Carl Feirbach, a member of the Municipal Affairs Committee, who has handled this matter, stated that the Board of Supervisors have granted \$55,000 as the city's part for this work. Major Charles L. Tilden, president of the Harbor Commission, has announced that the state will furnish the balance of \$150,000 for the completion of this work.

This work is to be taken care of by the state primarily and it is the plan to purchase the necessary property on the westerly side of the Embarcadero between Washington and Clay streets. This

## Very Latest Leads for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified. Domestic Trade Bureau of the Industrial Department.

Accountant — Gurdon Bradley, 620 Market.  
Adjuster—Frank A. Wilkie, 19 Leldesdorff to 354 Pine.

Advertising — Ralph W. Brill Advertising Agency, Hearst Bldg.; Economy Advertising System, 1095 Market; Worthington Gates, 681 Market.

Architects — Quandt & Bos, 785 Market to 945 Green.

Attorneys — Alberta Belford, State Bldg.; Cooper & White, 620 Market; Nell Cunningham, State Bldg.; Carmen Hallmeyer, State Bldg.; Louis L. Jaffe, 235 Montgomery to 465 California; Leonard S. Laurie, de Young Bldg. to 433 California; Ralph O. Marron, State Bldg.; W. N. Mullen, 332 Pine to 225 Bush; Stanley A. Steindorf, 343 Sansome.

Auto Repairing — Alex Graham Auto Shop, 6135 Geary; Samuel Hirsch, 880 Post.

Auto Trimming and Painting — Frank Juffin, 2209 Bush to 4116 Geary.

Automobiles — Peerless Automobile Agency, 1301 to 1910 Van Ness.

Bakery — Strowig's Bakery, 396 Prentiss.

Beauty Parlors — Charlotte Reed, 909 Hyde; Silberbergs Beauty Salon, 159 Taylor.

Beeswax — E. A. Bromund Co., 149 to 486 California.

Bookbinders — Dever, Garrity & Keys, 515 Howard to 236 1st; F. Malloye Co., 265 Bush to 135 Post.

Boxes — Coast Paper Box Distributors Co., 124 1st; Sterns Folding Paper Box Co., 200 Howard; Superior Box Factory, 2500 Taylor.

Brokers — F. J. Latini (insurance), 550 Montgomery to 60 Leidesdorff; John D. Saxe (insurance), 19 Leldesdorff to 354 Pine.

Buckets — Ring Easy Bucket Shop, 1182 Market.

Burners—Independent Oil Burner Service, 505 Divisadero.

Campaign Headquarters — St. Francis Building Fund, 119 West Portal.

Candy — Milton R. Senk (wholesale), 3370 19th.

Carpenter — J. Leviton, 3946 Geary.

Cigars — The Smokerie, 876 Geary.

Cleaners — Forest Hill Cleaners & Tailors, 109 Dewey Blvd.; Geo. A. Williardt, 3335 23d.

Clothing — Hart Schaffner & Marx Agency, 141 Kearny to 810 Market; Moore, 141 Kearny to 810 Market; Moore, 141 Kearny to 810 Market.

will allow for the widening of the street to its full width, permitting easy access to the entrance of the underpass by motor vehicles.

The commencement of the actual work will take place as soon as state has been able to secure the purchase of the necessary properties involved either by purchase outright or by condemnation.

# Foreign and Domestic TRADE TIPS

Inquiries concerning these opportunities should be made to the Foreign Trade Department of the San Francisco Chamber of Commerce, 24 Vermont 5000, list numbers being given.

## FOREIGN TRADE TIPS

**19053—Fresh and Canned Fruits.**  
San Francisco, Calif. Large established firm located in Gothenberg, Sweden, desires local connections with exporters of fresh and canned fruits.

**19054—Wooden Spoons and Shoes.**  
San Francisco, Calif. A Copenhagen house which exports Danish wooden spoons, wooden shoes, and cloth shoes is seeking an agent or firm who would buy for its own account.

**19055—Lavender Buying Agent.**  
Nusret, France. Exporter wishes to act as buying agent for perfume manufacturers who import lavender.

**19056—Scrap Rubber and Metals.**  
Barcelona, Spain. Party is inquiring for the names of exporters of scrap rubber and metals.

**19057—Peat.**  
Bremen, Germany. Export company wishes to establish connections with importers of peat which is used for poultry litter, fruit packing, etc.

**19058—Etchings, Woodcuts, Oil Paintings.**  
Vienna, Austria. Firm wants to establish contacts with importers of woodcuts, etchings, reproductions of paintings, engravings, hand-painted oil pictures.

**19059—Moroccan Produce.**  
Casablanca, Morocco. Party is interested in contacting importers of almonds, gum sandara, cummin seed, coriander seed, and canary seed. References on file.

**19060—Canned Fruits, Vegetables, Fish, and Nuts.**  
Cairo, Egypt. Company is interested in learning the names and addresses of exporters of canned fruits, vegetables, and fish, also dried fruits and nuts.

**19061—Nunmahd Felt Rugs.**  
Srinagar, India. Exporters of Nunmahd felt rugs made of Yarkandi thick felt are anxious to communicate with importers of this commodity. Price list on file.

**19062—Walnut Surveyor.**  
Tientsin, China. Party who has ten years' experience as a marine and general cargo surveyor wants to communicate with importers of walnuts and walnut meats with a view to undertaking their survey work.

**19063—Cheep Paints.**  
Tokyo, Japan. Firm wishes manufacturers of cheap paints suitable for use on buildings to send lines of samples together with CIF Japan prices.

**19064—Macaroni and Olive Oil.**  
San Francisco, Calif. Local bank has inquiry from Nelson, N. Z., from party desiring connections with exporters of macaroni and olive oil. References.

**19065—Representation.**  
Mexico, D. F. Company is interested in obtaining the representation of meat products, canned milk, rolled oats, food specialties, baking powder, and such chemicals as prime materials for soap factories, and advertised drug specialties, such as dentrifices, headache and cold tablets, etc. References.

**19066—Representation.**  
New York, N. Y. Party until recently connected with an Argentinian company importing from the United States, wishes to secure the representation of a few exporters or manufacturers for the east coast of South America, particularly Argentina.

**19067—Agency.**  
Los Angeles, Calif. Party who is president of a corporation located in

Euador wishes to get in touch with packers of salmon, sardines, and lard, and manufacturers of wheat flour for bread, and exporters of shoe leather, for the purpose of obtaining agencies for his company.

**19068—General Representation.**  
Ciudad Bolivar, Venezuela. Party wants to communicate with firms that are interested in being represented in Venezuela. References on file.

**19069—Agent.**  
Kiel Heikendorf, Germany. Manufacturer of all kinds of derricks, derrick fittings, hoisting engines, and cranes is seeking an agent in San Francisco. Illustrations of products on file.

## DOMESTIC TRADE TIPS

**D-3426—Representation.**  
San Francisco, Calif. Party anxious to represent eastern or local concern over entire Pacific Coast territory.

**D-3427—Representation.**  
Richmond Hill, N. Y. Firm desirous of securing the service of an up-to-date live wire man to represent them in this city, on a commission basis. They manufacture architectural bronze and iron and all of their work is taken on a contract basis.

**D-3428—Broker.**  
Warrenton, Oregon. Crab concern desires some responsible firm or person to act as broker for them.

**D-3429—Representative Concern.**  
Brooklyn, N. Y. Manufacturers of metal Spanish tile shingles, desires to contact concern which might be qualified to exploit their line among jobbers, roofers and dealers.

**D-3430—Advertising.**  
San Francisco, Calif. Experienced salesman desires to contact with firm who sells products of merit to the trade. Writes advertising copy and forceful sales letters.

**D-3431—Office Supply Company.**  
San Francisco, Calif. Concern interested in securing a high class office supply company, or individual, as distributor for their carbon papers, typewriter ribbons, etc.

**D-3432—Agency.**  
Tulsa, Oklahoma. Party anxious to contact with well established merchandise brokerage business or manufacturers sales agency, with privilege of making a reasonable investment.

## 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 27, 1930. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

**10874—Soda Ash, CL, eastbound to Texas-New Mexico Ry. stations:** Request for representation of Texas-New Mexico Ry. as participating carrier in Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), limited to rate on soda ash in Item 5165.

**10875—Small chests made of native wood, without restriction, LCL and CL, westbound:** Request for amendment of the entry in Items 5245 and 5355 of Tariff 4-D (I.C.C. No. 1230, H. G. Toll, agent), covering cedar chests to also apply on chests made of native wood, without restriction.

**10876—Mineral Wool (rock wool or slag wool), CL, eastbound:** Request for inclusion in Item 3225, Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent).

**10877—Walnuts, in shell, in refrigerator cars under refrigeration, CL, eastbound:** Request for inclusion in Item 2690-A of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to be reduced to 30,000 lbs.

**10878—Iron or steel angles, bands and sheets, N. O. S. and backing lumber in mixed carloads with printers' furniture, westbound:** Request for inclusion of iron or steel angles, bands and sheets, N. O. S. and backing lumber, mixed carloads from Group "D" in Item 1597, Tariffs 1-G (I.C.C. No. 1224, H. G. Toll, agent) and 4-D (I.C.C. No. 1230, H. G. Toll, agent).

**10879—Hydroxide of barium and peroxide of barium, CL, eastbound, Modesto, Calif., to Baltimore, New York and Philadelphia piers via Gulf ports:** Request for inclusion in Item 3747, Supplement 3 to Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent).

**10880—Machine guards, iron or steel, S. U., not nested, in mixed carloads with machinery, etc., westbound:** Request for inclusion in Item 3960-series of Tariffs 1-G (I.C.C. No. 1224, H. G. Toll, agent) and 4-D (I.C.C. No. 1230, H. G. Toll, agent) (mixed carloads from Group "D").

**10881—Silica, CL, westbound, transit:** Request for amendment of Item 4860, Tariff 4-D (I.C.C. No. 1230, H. G. Toll, agent), to provide for privilege of stopping-in-transit to partly unload carloads of silica, minimum weights, 60,000 and 80,000 lbs.

**10882—Radio receiving sets, radio amplifying bases and horns, radio loud speakers, etc., CL, eastbound:** Request for amendment of Item 3060, Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for following carload rates (in cents per 100 lbs.), minimum weight 24,000 lbs., from California to

Groups:	A	B	C-Cl	D	E	F-G-H-J
	300	275	263	250	238	225

**10883—Warehouse platforms for lift-trucks, also wooden box-tops for platforms, in mixed carloads with machinery, non-self-propelling trucks, etc., westbound:** Request for inclusion in Item 3960-series of Tariffs 1-G (I.C.C. No. 1224, H. G. Toll, agent) and 4-D (I.C.C. No. 1230, H. G. Toll, agent).

**10884—Power dumps (self-propelling), tractor mounted or wheeled or crawler type, CL, westbound:** Request for inclusion in Item 3015, Tariffs 1-G (I.C.C. No. 1224, H. G. Toll, agent) and 4-D (I.C.C. No. 1230, H. G. Toll, agent).

**10885—Oil well outfits or supplies, CL, westbound:** Request for amendment of Item 4200-A, Tariff 1-G (I. C. C. No. 1224, H. G. Toll, agent), to provide for the following carload rates and minimum weights from Group "H" to California in lieu of present rates and minimum weights:

\$1.46 per 100 lbs. min. wt. 40,000 lbs.

\$1.18 per 100 lbs. min. wt. 60,000 lbs.

**10886—Cotton, imported, CL, eastbound, minimum weight:** Request for amendment of Item 645, Tariff 30-S (I.C.C. No. 1234, H. G. Toll, agent), by reducing the minimum carload weight from 40,000 to 25,000 lbs.

**10887—Valuation of live stock:** Proposal to amend Item 475 of Tariff 36-B (I.C.C. No. 1223, H. G. Toll, agent), by adding thereto the following provision: "Carriers, parties to this tariff are not common carriers of live stock of valuation greater than \$800 per head, and will not accept shipments for transportation where the declared valuation is in excess of \$800 per head."

**10888—Beverage preparations (milk and chocolate or cocoa compound) and syrup (fruit or flavoring), mixed carloads, westbound:** Request for amendment of Tariff 1-G (I.C.C. No. 1224, H. G. Toll, agent), to provide for the following carload rates in cents per 100 lbs.: on beverage preparations (milk and chocolate or cocoa compound) and syrup (fruit or flavoring), mixed carloads, minimum weight 30,000 lbs. to California from—

Groups:	A-A-1	A-2	B	C-Cl	D
	210	175	193	184	175
	F-G	H	J	K	L
	158	158	158	210	193

**10889—Solidified oil, CL, eastbound:** Request for reduction in minimum weight on solidified oils under 2735-A, Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), from 65,000 to 40,000.

**10890—Internal combustion engines, 11 westbound:** Request for amendment of Item 3950 of Tariff 1-G (I.C.C. No. 1224, H. G. Toll, agent), to also apply to internal combustion engines which do not form an integral part of complete power pumping apparatus and are shipped separately.

**10891—Vegetable bins, K.D., LCL, also mixed carloads with other sheet iron steel ware, westbound:** Request for inclusion in Section (a), Item 6, Tariff 1-G (I.C.C. No. 1224, H. G. Toll, agent).

**10892—Paper articles, viz.: boxes, display cases, plates, trays, etc., CL, eastbound:** Request for amendment of Item 2861 of Tariff 2-Y (I.C.C. No. 1224, H. G. Toll, agent) and Item 2860-4-D, Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for carload rates of 70¢ per 100 lbs., minimum weight 2,000 lbs. from the Pacific Coast to Group "A."

**9944 (Reopened)—Hardwood lumber, box shooks, unfigured veneer, dimension stock from stations on Sandy & Cumberland R. R., CL, westbound:** Request for representation above railroad as a participating carrier in Tariffs 1-G (I.C.C. No. 1224, H. G. Toll, agent) and 4-D (I.C.C. No. 1230, H. G. Toll, agent), application of rates from stations thereon to be limited to Group "A" rates on hardwood lumber, etc., Item 3885 of the tariffs.

**10774 (Amended)—Rubber goods, for export, CL, westbound:** Request for a carload rate of \$1.50 per 100 lbs., minimum weight 24,000 lbs., from east points to Pacific Coast under Tariff 29-S (I.C.C. No. 1219, H. G. Toll, agent) on rubber goods, viz.: Bags, air rubber; belting; boots and shoes (including tennis shoes with canvas top); boxes, battery, hard rubber or asphalt and parts; cement, rubber; car rubber tire; cloth, rubber face; compounds, rubber; fabric, friction, rubber; flaps or reliners, auto tire; balls; gum and fabrics, rubber repair heels and soles, also iron heel nubs; kits, pneumatic tire repair; liners, tire inner; mats or matting; packing; pads, rubber horse shoe; paint, rubber tire; patches, blow patching material, rubber tire; roll and blankets (printers'), rubber eraser; soling, composition; tape, rubber friction; tile (facing or flooring), rubber composition; tires, pneumatic solid rubber; tires, solid rubber mounted on iron or steel base; tire solid rubber; tubes, inner; valves; caps, rubber tires; wheels, auto, w rubber tires attached.

**10839 (Amended)—Lumber and other forest products from stations on Clackamas Eastern R. R. (former Portland & Southern Ry.), CL, eastbound:** Request for representation a participating carrier in Eastbound Lumber Tariffs 16-G (I.C.C. No. 1224, H. G. Toll, agent), 17-J (I.C.C. No. 1224, H. G. Toll, agent), 18-K (I.C.C. No. 1224, H. G. Toll, agent) and 28-J (I.C.C. No. 1225, H. G. Toll, agent), and establish minimum of same rates and routes (except route via Portland, Ore.) from point on that line as in effect from Clackamas, Ore., on the Southern Pacific.

**10861 (Amended)—Cocunut oil and palm kernel oil, CL, westbound:** Request for a carload rate of 75¢ per 100 lbs. cocunut oil and palm kernel oil from Group "E" to California under Tariff 1-G (I.C.C. No. 1224, H. G. Toll, agent)

## An ACCURATE Census

### The Most Important Task Before San Francisco Today



THE SAN FRANCISCO CHAMBER OF COMMERCE has virtually turned itself over to the most important task lying before San Francisco today — an accurate population and industrial census.

Philip J. Fay, former president of the Chamber, is serving as chairman of the Citizens Census Educational Committee composed of representatives of many civic, commercial, fraternal and other organizations with William F. Benedict, Assistant Manager and Comptroller of the Chamber, acting as assistant manager to J. Harry Zemansky of the Census Committee. Frank Carmody of the Chamber's Public Relations and Publicity Department, has taken over the direction of the publicity for the Citizens Educational Committee with headquarters in the City Hall until the end of the census, April 15.

The fifteenth Federal decennial census opens April 2 and closes April 15. The Government has allotted only 416 enumerators to the task. This means that each individual citizen and each industrial and business organization in the city and the Bay District must make it their business to see that they are enumerated. Citizens planning to be absent from the city during the census should register themselves at the census headquarters, Room 155, City Hall. All citizens should work out the answers to the census questions on sample ballot forms, 500,000 of which are being circulated by the Citizens Educational Committee and by publication in the newspapers. For those who are away from home attending to their jobs or business during the day, provision has been made that they can leave the necessary information for the census takers in the hands of a neighbor.

“We feel that no task before the Chamber of Commerce and the community as a whole, is as important as this census campaign,” said President Newhall of the Chamber at a meeting of the Board of Directors last Thursday, which was attended by Chairman Fay of the Citizens Census Educational Committee; Campaign Manager J. Harry Zemansky; Federal Supervisors Senator Thomas A. Maloney and Felton Taylor, and John Cuddy, managing director of Californians Inc., who is chairman of the Publicity and Advertising Committee of the Citizens Committee. “Not since the Liberty Loans has San Francisco witnessed such a highly organized campaign to arouse the citizens of the community to their civic and national duties. Every instrument of propaganda and publicity is being used, newspapers, billboards, radio, motion and talking pictures.”

No one can be enumerated save on the premises occupied as an abode and each citizen must go down in the forms in the census report in an especial place in proper sequential order in the block where he lives.

“I bespeak the full cooperation and personal attention to this matter of every member of the Chamber of Commerce and his family,” said Chairman Fay of the Citizens Committee. “We have been suffering for ten years from the Federal figures of 506,000 population for San Francisco. We believe now that we have close to 800,000 residents and it is important to the future growth and prosperity of the whole Bay District that we get an accurate count in this census.”

San Francisco, Calif.  
Public Library  
Civic Center

# SAN FRANCISCO BUSINESS

MARCH 26, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange, Telephone Davenport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

## Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Foreign Trade Department of the San Francisco Chamber of Commerce for foreign trade tips, and to the Domestic Trade Bureau for domestic trade tips. Call Davenport 5000. Please use list numbers.

### Foreign Trade Tips

#### 19070—Laces and Nets.

London, England. Manufacturer with branches in France is seeking an agent for nets and laces of all kinds, including silk laces, from both countries.

#### 19071—Building Material Representation.

Copenhagen, Denmark. Party with several years' experience both in continental Europe and in the United States, in handling materials, articles used within the building trade, alloy metals, other kinds of metal products, and tools wishes to represent local firms handling these commodities. References.

#### 19072—Roquefort Cheese.

San Francisco, Calif. A French manufacturer of genuine Roquefort cheese is seeking an agent in San Francisco.

#### 19073—Fish Meal and Fish Oil.

San Francisco, Calif. German firm is inquiring for the names of exporters and manufacturers of fish meal and fish oil.

#### 19074—Representation and Trade Investigation.

Los Angeles, Calif. Party who is going to Riga Latvia for the summer months to study trade conditions there, wants also to act for San Francisco houses, establishing relations, making reports on conditions, etc.

#### 19075—Representation.

Alexandria, Egypt. Company engaged in foreign trade is desirous of representing local manufacturers or exporters in Egypt.

#### 19076—Sardines in Tomato Sauce.

Beirut, Syria. Firm doing business as agents and wholesale dealers in canned fish wishes to establish connections with suppliers of canned sardines packed in tomato sauce and put up in 15-oz. (net) tins.

#### 19077—Indian Goods.

Bombay, India. Company is desirous of establishing connections with importers of Indian teas, curries, furniture, carpets, silk goods, pickles, chutneys, condiments, and confectionery.

#### 19078—Shellac.

Calcutta, India. Exporters of shellac are interested in communicating with importers of this commodity. Reference.

#### 19079—Chinese Merchandise.

Hong Kong, China. Import-export firm wants to contact importers of women's silk apparel, ivory ware amber ware, cloisonne ware, brassware, jewelry, silverware, linens, piece goods, etc.

#### 19080—Second-Hand Silk Stockings.

Kyoto-fu, Japan. Party wishes

exporters of second-hand silk stockings to send samples and quotations C.I.F. Kobe and Yokohama.

#### 19081—Basket.

Cincinnati, Ohio. A fruit and extract works is in the market for imported baskets, without lids, of inexpensive quality. They are to be used for holding from one to three pounds of fruit in one layer.

#### 19082—Medical Supplies.

San Francisco, Calif. Bank is inquiring on behalf of a Japanese concern for the names of importers of medical supplies, particularly gat gut.

#### 19083—Onyx and Marble.

Vera Cruz, Mexico. Party is desirous of contacting importers of Mexican onyx and marble, beautifully mottled and transparent.

#### 19084—Garbanzos.

Nogales, Arizona. Import-export house is asking for the names of local importers of garbanzos.

#### 19085—Groceries.

Guatemala, C. A. Party is

in the market for all kinds of groceries, such as canned fish, fruit, vegetables, pickles, and spices.

#### 19086—Machinery for Engraving Pencils.

Mexico, D. E. Party wants to contact exporters of machinery for the engraving of names on wooden pencils.

#### 19087—Lard, Ham, and Fat Back Pork.

San Juan, Porto Rico. Company desires to communicate with shippers of lard, ham, and fat back pork to Porto Rico for the purpose of acting as broker for them or making purchases from them.

#### 19088—Display Room Facilities.

Manila, P. I. Organization in Manila has facilities for the establishment of a display room for products of Pacific Coast manufacturers. An official of the organization is offering his services free in supervising and "talking up" the different products. Information regarding cost of maintenance on file.

## Industrial Development

Reported by the Industrial Department

### NEW INDUSTRIES

The Eagle Nailing Machine Company, Ltd., manufacturers of a complete line of box nailing and lidding machines and other packing house equipment, have recently established a sales office in San Francisco at 423 California Street. The local office, containing several thousand square feet of floor space, is headquarters for the factory which is in Oakland. This concern distributes their machines throughout the Pacific Coast. Mr. Karl Snow is secretary of the firm.

### EXPANSIONS

The Pacific Electric Manufacturing Company, one of the four largest manufacturers of high voltage switches in the United States, have just completed additions to their plant in the Bayview District, which including new machinery and equipment, amounts to an investment of \$110,000. Owing to the overcrowded condition in their present plant and a considerable increase in business it was necessary for this company to expand and make more room for their three hundred and fifty employees, and to accommodate additional equipment. The additions consist of a two-story machine

shop and a one-story pattern shop. Mr. Joseph S. Thompson, who is president of the company, founded this concern twenty-three years ago. The business has grown steadily through the years, and branches are now maintained in many of the large cities throughout the United States. Mr. James A. Thompson is executive vice president.

An extension to the factory buildings of the Schlage Lock Company, on the Bayshore Boulevard, manufacturers of the famous "Schlage Lock Buttons," has just been completed. This expansion will provide an increase in manufacturing floor space of approximately 35 per cent. The new addition will house the tool and die division, as well as additional machinery and equipment being purchased to enable the company to manufacture the new types of locks which are being brought out. A heavy duty office building lock is the principal item in the new line to be manufactured. The company plans to utilize part of the addition and the new machinery for performing in its own plant various operations on parts which heretofore have been purchased. The extension and additional equipment will represent an expenditure of over \$50,000.

## Interesting and Unusual Events In San Francisco and Vicinity

Compiled by Information and Statistical Department

### At the Art Galleries—

Courvoisier Gallery, 474 Post Street, to March 29—Exhibition of architectural sketches by Louis C. Rosenberg.

East-West Gallery, 609 Sutter Street, to April 3—Exhibition of paintings by Carl Bowman and William Hesthal. Exhibition of photographic studies, "Drama of Steel" (displayed in lobby).

The Emporium, March 21 to 31—Collection of Old World sketches, drawings and water colors by Ray Bethus.

Gump's Gallery, 246 Post Street, March 26 to April 4—Paintings by Bessie Lasky.

Galerie Beaux Arts, 166 Geary Street, March 27 to April 11—Water colors by Helen Forbes. Sculptor's drawings and designs by Jacques Schmier. Drawings by Ivan Mestrovic.

Berkeley Art Museum Second annual "No—Jury" exhibition.

Mills College Gallery—Drawings of graduate students of Cambridge School of Domestic and Landscape Architecture.

California Palace of the Legion of Honor, Lincoln Park, March 30 and 3 weeks thereafter—Exhibition of landscape oil paintings by Prof. Eugen Neuhaus. Display of Serbian national costumes.

March 28—

8:15 P. M.—Recital, Flori Gough, cellist, San Francisco Conservatory of Music, 3425 Sacramento Street.

8:00 P. M.—Presentation of films "Waterloo" and "Moana" by Extension Division, University of California Extension Building Auditorium, 510 Powell Street, San Francisco.

8:30 P. M.—Recital by Lawrence Strauss, Scottish Rite Auditorium.

March 29—

2:30 P. M.—Enola Barker's Javanese Puppet Show, Western Women's Club.

2:30 P. M.—Lecture by Laura Adams Armer, "Sacred Sand Paintings of the Navaho Indians," Paul Elder Gallery.

2:30 P. M.—Moving pictures, Community Playhouse, Sutter Street at Mason.

2:30 P. M.—Ben Greet and Company present "Hamlet," Erlanger's Columbia Theatre.

8:30 P. M.—Enola Barker's Javanese Puppet Show, Western Women's Club.

8:20 P. M.—San Francisco Symphony Orchestra, guest artist, Giovanni Martinelli, tenor, Curran Theatre.

8:15 P. M.—Ben Greet and Company present "Everyman," Erlanger's Columbia Theatre.

March 30—

2:00 P. M.—Lecture by Miss Helen Gordon Barker, subject: "The Museum's Collection of European Ceramics."

2:00 P. M.—Golden Gate Park Band Concert, Ralph Murray, director, Golden Gate Park Band Stand.

2:15 P. M.—San Francisco Symphony Orchestra, Alfred Heriz, conductor, Curran Theatre; guest soloist, Gunnar Johansen, pianist.

8:15 P. M.—Concert by orchestras of Young Men's and Women's Hebrew Assn. Auditorium, 121 Haight Street.

March 31—

8:15 P. M.—Yehudi Menuhin, world famous boy violin genius, Civic Auditorium.

April 1—

8:15 P. M.—San Francisco Symphony Concert, Michel Prida, soloist, Harmon Gymnasium, University of California, Berkeley.

April 1 to 15—

9 A. M. to 5 P. M. daily, and 2 to 5 P. M. Sundays. Exhibit of art work, Haviland Hall, University of California, Berkeley.

April 2—

2:00 P. M.—Lecture by Miss Helen Gordon Barker, subject: "The Museum's Collections of Fairs and Textiles."

2:00 P. M.—Lecture by Dr. Tommy Frank, "Life and Letters of the Roman Republic," Room 11, Wheeler Hall, University of California.

April 2—

2:30 P. M.—Lecture, "Humanism in Shakespeare" by Brother Leo, F. S. C., I. H. D., auspices Philhellenic Club, Western Women's Club, 608 Sutter Street.

8:15 P. M.—Madalain Mattson, British pianist, pianoforte recital, Scottish Rite Hall.

8:15 P. M.—Stradivarius Quartet, Mills College.

April 1—

8:20 P. M.—Joint concert of the University of California Glee Club and Treble Clef Society, Harmon Gymnasium, University of California.

Pipe organ recitals by Uda Waldrop every Wednesday, Saturday and Sunday, 3:00 to 3:45 p. m., California Palace of the Legion of Honor, Lincoln Park (open to the public).

# 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 3. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

- 10895—Rags, in bales, C.L., westbound; Request for inclusion in Section 2 of Item 1635 of Tariff 1-G (I.C.C. No. 1224, H. G. Toll, agent).
- 10896—Second-hand cotton-lined burlap bags (sugar bags), L.C.L., eastbound; Request for less carload rate of not to exceed \$2.25 per 100 lbs. from California to Minneapolis, Minn., (Group "E") under Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent).
- 10897—Cotton factory sweepings, densely compressed, impored, C.L., eastbound; Request for carload rate of 50¢ per 100 lbs. on above, minimum weight 60,000 lbs., from Pacific Coast ports to Texas Bate Basis 5 points under Tariff 30-S (I.C.C. No. 1224, H. G. Toll, agent).
- 10898—Sheet steel lunch boxes (black enameled metal case, leather handle, hinged lid, heavy nickel clasps, ends of kit having slot for ventilation), L.C.L., westbound; Request for inclusion in Item 5255-A of Tariffs 1-G (I.C.C. No. 1224, H. G. Toll, agent) and 1-D (I.C.C. No. 1230, H. G. Toll, agent).
- 10899—Coke, etc., westbound; Cokedale, Colo. to Selby, Calif.; Request that rate of \$7.50 per net ton of 2000 lbs. published in Item 7935-A of Tariff 1-G (I.C.C. No. 1224, H. G. Toll, agent), to expire with October 1, 1930, be made permanent.
- 10900—Furniture polish in mixed carloads with drugs, medicines, etc., westbound; Request for inclusion in Item 2370-D, Tariff 1-G (I.C.C. No. 1224, H. G. Toll, agent).
- 10901—Field, garden or orchard sprayers in mixed carloads, with steel iron or sheet steel ware, westbound; Request for amendment of Item 5260 of Tariff 4-D (I.C.C. No. 1230, H. G. Toll, agent), to include field, garden or orchard sprayers, mixed carloads.
- 10902—Garden bulbs, imported, C.L., westbound; Request for rate of approximately \$1.75 per 100 lbs. on garden bulbs, in cases or crates, minimum weight 20,000 lbs., imported, from Atlantic ports to Pacific Coast under Item 9110 of Tariff 1-G (I.C.C. No. 1224, H. G. Toll, agent) and Item 6605 of Tariff 1-D (I.C.C. No. 1230, H. G. Toll, agent).
- 10903—Jute or vegetable fibre packing in mixed carloads with cordage, oakum, etc., westbound; Request for inclusion in Item 5395-C of Tariff 1-G (I.C.C. No. 1224, H. G. Toll, agent).
- 10904—Lathing (wood shavings compressed with binder), C.L., eastbound; Request for amendment of Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent), to provide for following carload rates (in cents per 100 lbs.):

To Groups	Minimum weights	40,000 lbs.	60,000 lbs.
D-E-F-G-I-H	75	63	
J	70	57	

- 10905—Mine car bodies, for export, C.L., westbound; Proposal to amend Tariff 29-T (I.C.C. No. 1236, H. G. Toll, agent), to provide for carload rate of \$1.00 per 100 lbs. minimum weight 60,000 lbs. from El Paso, Texas (Bate Basis 6) to San Francisco, Oakland and Alameda, Calif.; rate to apply on traffic destined Australia.
- 10906—Lumber and other forest products, including doors and set-up sash, C.L., eastbound; North Coast to Memphis, Tenn.; Request for amendment of Tariff 28-J (I.C.C. No. 1235, H. G. Toll, agent), to provide for the same rates from North Coast to Memphis, Tenn., as applicable to Cairo, Ill., viz.:

From Bate Basis	Commodity Groups		
	A	B	E
1	84¢	72¢	79¢ per 100 lbs.
2-3-4-5	80½¢	68½¢	75½¢ per 100 lbs.

This action, if approved, will automatically provide for application of the following rates to Memphis, Tenn., on —

From Bate Basis	Doors and Set-up Sash
1	73¢ per 100 lbs.
2-3-4-5	69½¢ per 100 lbs.

- 10907—Lumber and other forest products from Stanwood, Wash., located on Hall & Hall R.R., C.L., eastbound; Request for representation of Hall & Hall R.R. as a participating carrier in Lumber Tariffs 16-G (I.C.C. No. 1201, H. G. Toll, agent), 17-J (I.C.C. No. 1216, H. G. Toll, agent), 18-K (I.C.C. No. 1222, H. G. Toll, agent) and 28-J (I. C. C. No. 1235, H. G. Toll, agent), and establishment of "Coast" basis of rates in Tariffs 16-G and 17-J and "Bate Basis 1" rates in Tariffs 18-K and 82-J from Stanwood, Wash., with routing beyond Stanwood via Great Northern Ry. and connections.
- 10908—Dry arsenate of lead and dry arsenate of manganese, C.L., westbound; Request for amendment of Tariff 1-4 (I.C.C. No. 1224, H. G. Toll, agent), to provide for the same basis of carload rates on above, minimum weight 40,000 lbs., from eastern origin groups to California, as shown to the North Coast under Section 1 of Item 3369, Tariff 4-D (I.C.C. No. 1230, H. G. Toll, agent).
- 10909—Coke, C.L., westbound; Proposal to establish carload rate of \$13.00 per ton on coke from Group "B" Ohio origin points

- to California under Tariff 1-G (I.C.C. No. 1224, H. G. Toll, agent).
- 10910—Paper bags, plain or printed, and wrapping paper, C.L., westbound, from Mobile, Ala., to B. B. 2 and 3, Tariff 1-G; Proposal to amend Item 1116-C of Tariff 1-G (I.C.C. No. 1221, H. G. Toll, agent), to provide for carload rate of \$1.00 per 100 lbs., minimum weight 40,000 lbs., on paper bags, plain or printed, or wrapping paper, from Mobile, Ala., to Bate Basis 2 and 3.
- Application of the rate, so far as the lines east of the Mississippi River are concerned, to be confined to routes on and west of the I. & N. R. R. from New Orleans to Mobile; A. T. & N. B. R. from Mobile to Aliceville; Frisco from Aliceville to Tupelo; M. & O. from Tupelo to Corinth, South-ern Ry. Corinth to Memphis.
- 10911—Dry goods samples on cards, packed in cartons with printed advertising matter, L.C.L., or minimum carload weight, westbound; Request for amendment of Item 2105-C, Tariff 1-G (I.C.C. No. 1224, H. G. Toll, agent), to include dry goods samples on cards, packed in cartons with printed advertising matter, or that Item 2120 of Tariff 1-G be amended by re- ducing the minimum carload weight from 30,000 to 18,000 lbs.
- 10912—Toilet paper and paper towels in mixed carloads with other paper or paper articles, eastbound; Request for amend-ment of Item 2892 of Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent), to provide for a rate that toilet paper and paper towels included in carloads of paper or paper articles as described therein be charged for on basis of actual weight and rates named in Item 8206-A; the weight of the toilet paper and paper towels not to be used in making up minimum weight of 40,000 lbs. applicable under Item 2892.
- 10913—Paper N. O. S., not printed, in mixed carloads with printed advertising matter, printed matter N. O. S. and other paper articles, westbound; Request for inclusion of paper N. O. S., not printed, in Item 1290-B of Tariffs 1-G (I.C.C. No. 1224, H. G. Toll, agent) and 4-D (I.C.C. No. 1230, H. G. Toll agent).
- 10914—Dairy products, C.L., eastbound, from points in Nevada on Nevada Copper Bell R.R. and Southern Pacific Co.; Re-quest for amendment of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide that rates named on dairy products in Items 1700-A and 1701-A to all eastern groups will also apply from points on the Nevada Copper Bell R.R. viz.; Yerington, Mason, Hudson and Colony, Nev., and from South-ern Pacific stations Washuka and Schurz, Nevada.
- 10916—Lumber and other forest products, C.L., eastbound—North Pacific Coast to Minnesota stations on Soo Line; Propo-sal to amend Tariff 28-J (I.C.C. No. 1235, H. G. Toll, agent), by transferring Indices 8806, 8807 and 8808 covering Broden, Elrosa and New Munich, Minn., respectively, to the same block of rates as shown in connection with Index 8805, Selan, Minn.
- 10917—Rosin sizing, C.L., westbound; Request for rate of 60¢ per 100 lbs. on rosin sizing, in barrels, carloads, or in tank cars, from Group "E" Louisiana point to California under Tariff 1-G (I.C.C. No. 1224, H. G. Toll, agent).
- 10918—Metal guitars, L.C.L., eastbound; Request for amendment of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide reduced rates on metal guitars, less carloads, from California to eastern destinations.
- 10919—Carriers, second-hand (steel), viz.: barrels, half barrels drums or kegs, U. S. standard gauge No. 19 or thicker, L.C.L., eastbound; Request for amendment of Item 118, Tariff 2-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for less carload rate of \$1.77 per 100 lbs. from California to Group "C," which is same rate as at present applicable to Group "D."
- 10920—Processing and repacking arrangements on import tea via Pacific Coast ports to eastern Canada; Proposal to amend the "Exception" in Item 1025, Tariff 30-S (I.C.C. No. 1231, H. G. Toll, agent), covering non-application of the arrangements as shown in note of the item to points in eastern Canada on Can. Pac. Ry. and Can. Natl. Bys., by eliminating therefrom reference to these lines.
- 10585 (Second Amended)—Fish meal, C.L., eastbound; Request for amendment of Tariffs 2-Y (I.C.C. No. 1233, H. G. Toll, agent) and 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for rate of 50 cents per 100 lbs. on fish meal, carloads, mini- mum weight 70,000 or 80,000 lbs., from the Pacific Coast to Group "E" (rates to groups east thereof to and including Group "C-1" to be on usual grade). The proposed basis to alternate with present basis in Item 1805 of the tariffs (by one shipper); also request of another shipper for amendment of Tariff 3-A to provide for the following carload rates on fish meal, in sacks, minimum weight 60,000 lbs. from California

To Groups	D	E	F-G
	60¢	55¢	50¢ per 100 lbs.

- 10776 (Second Amended)—Locomotives, or locomotives and tenders, moving on their own wheels but not under their own power, westbound; Proposal to establish rate of 18¢ per 100 lbs. to Lucin and Wendover, Utah, in Tariff 1-G (I.C.C. No. 1224, H. G. Toll, agent) from following Group "E" points: St. Louis, Mo.; E. St. Louis, East Dubuque, Savanna, Fulton, East Clinton, Rock Island, Keithsburg, East Burlington, East Ft. Madison, East Keokuk, Quincy, East Hannibal, East Louisiana, Ill.
- Total freight charges to be based on actual weight.

[continued on page 4]

## Specifications Available

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

Bids are to be submitted to the U. S. Engineer Office, California Fruit Building, Sacramento, Calif., for supplying the War Department with: one motor-generator electric arc welding set, bids to be opened April 1, 1930; tracing cloth, 12 inches wide by 24 yards long, bids are to be opened March 25, 1930.

Bids are to be submitted to the Quartermaster Supply Office, San Francisco General Depot, Fort Mason, San Francisco, for supplying the War Department with:

One main gear wheel, 1 rotor, 1 governor, 1 pump, 2 sets gland packing for a steam turbine to be delivered on or before April 15 at Transport Dock No. 5, Fort Mason, bids will be opened March 25.

Subsistence supplies (meats and cheeses) for shipment to the Philippine Islands, to be delivered May 26 at Transport Wharf, Fort Mason, bids will be opened April 2.

Fresh Irish onions and fresh Irish potatoes for shipment to Corinto, Nicaragua, to be delivered at Transport Wharf, Fort Mason, April 10, bids will be opened March 27.

25,000 tubes of calcium hypochlorite, in powdered form, 10,000 tubes to be delivered May 15 and 15,000 tubes to be delivered by June 30 at Fort Mason, bids will be opened April 3, 1930.

Lined oil, paints, mineral spirits, paint brushes, glue, rubber hose, rock salt, door-mats, interlining paper, screws, copper tacks, planished iron, and circular saws, for delivery at the earliest practicable date to Fort Mason, bids are to be opened March 24, 1930.

## REVENUE FREIGHT LOADING

Loading of revenue freight the week ended March 1 total- ed 839,189 cars, according to the cars service division of the American Railway Association. This was an increase of 70,299 cars above the preced- ing week, when freight traf- fic was reduced somewhat owing to the observance of Washington's birthday. Com- pared with the same week last year the total for the week ended on March 1 was a reduc- tion of 79,012 cars under the same week in 1929 and a re- duction of 60,395 cars under the same week in 1928.

# Stop!

Every California mother pleads with you as a driver — to be careful

# LEADS for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified.

## DOMESTIC TRADE BUREAU OF THE INDUSTRIAL DEPARTMENT

**Confectionery** — California Confections Co., 351 6th; Willy's Sweet Shop, 1601A Post.

**Contractors** — A. H. Bergstrom Co., 74 New Montgomery to 2000 Van Ness Ave.; Louis J. Cohn, Jod place, 15th and Harrison; Rodlack's Electrical Construction Co., 2460 San Bruno.

**Delicatessen** — Pioneer Delicatessen Store, 3318 Mission.

**Dentists** — Dr. Dane Milliren, 450 Sutter; Dr. Arthur R. Weichold, 25 Taylor.

**Drayman** — J. B. Halon, 270 13th.

**Dresses** — Dixie Dresses, Inc., 130 Sutter; M. Gross (cotton), 833 Market; Sabel's, 301 Grant Ave.

**Dry Goods** — Wlne & Sutch Co., 674 3d.

**Engineers** — Joseph D. Christian, 251 Tehama to 512 Brannan; H. L. Fuller (financial), 19 Leidesdorff to 534 Pine; Madden & Keller (radio service), 123 2d; Pan-American Engineering Corp., 111 Sutter; Tait Engineering Organization, 116 New Montgomery.

**Express** — Kuse Bros. Moving Co., 2011 to 2090 Divisadero; Sutter Express Co., 2011 to 2090 Divisadero; Tidells Motor Express, 1501 to 1504 Polk; Villa Express, 4360 Mission; Williams Express Co., 2011 to 2090 Divisadero.

**Filters** — A-J Water Filter Co., 1893 Mission.

**Finance** — American Finance & Commerce Co., 150 California to 150 Fremont.

**Fish Products** — Marine Sales Co., 602 Montgomery.

**Fixtures** — W. E. Powell (store), 804 McAllister.

**Flour** — Coast-Dakota Flour Co., 150 California to 383 Brannan; Norton Flour Co., 150 California to 383 Brannan; Russell Miller Milling Co., 150 California to 383 Brannan.

**Fur Goods** — French Fashion Fur Shop, 512 Geary; L. L. McAtee, 166 Geary to 406 Sutter.

**Garage** — Temple Garage, 641 to 660 Geary.

**Gardeners** — Old Mission Gardeners, 176 Church.

**Garments** — Mrs. B. Shaln, 3239 Mission.

**Gloves** — Good Value Glove Mfg. Co., 22 Battery to 7 Front.

**Grocer** — J. A. Brody, 1248A Silver.

**Hardware** — Geneva Hardware Co., 5119 Mission; Westele Sash Hardware Co., 237 Clara to 1294 Harrison.

**Hosiery** — Benson Hosiery Shops, 293 Geary; Dame Fashion Hosiery Co., 690 Market.

**Insurance** — Consolidated

Indemnity & Insurance Co., 114 Sansome; Export Indemnity Co., 405 Montgomery; Export Insurance Co., 405 Montgomery; Hamilton National Life Insurance Co., 220 Montgomery; Rossia Insurance Co. of America, 140 to 142 Sansome.

**Jewelry** — Fred Attinger (mfg.), 704 Market; Masao Shinkai, 525 Grant Ave.; Wardfield Jewelry Co., 982 Market.

**Lathes** — South Bend Lathes Works, 829 Folsom to 140 1st. **Lights** — Alexander Milburn Co. (dare), 275 8th.

**Linen Supply** — Atlas Linen Supply Co., branch of Home Laundry Co., 3338 17th; Stone's Linen Supply, 2450 Harrison.

**Loans** — Mortgage Agencies Co., 235 Montgomery to 519 California.

**Markets** — Mt. Davidson Market, 110 W. Portal; Parkside Meat Market, 354 Divisadero to 2109 Taraval; Rocks Market, 5905 California.

**Millinery** — Castlewyn Hat Co., 49 4th; Violet MacIntyre, Tillman Place.

**Meat & Gelatine Dessert** — Oest Foods, 70 Harriet.

**Mining** — Balaloe Mining Co., 582 Market; Edwin F. Gray, Hearst Bldg. to 315 Montgomery.

**Moving** — Banner Transfer — Storage Co., 521 Eddy.

**Novelties** — Willat Production Co., 1121 Howard to 1122 Folsom.

**Nursery** — Forest Hill Seed & Nursery Co., 24 West Portal to 440 Portola Drive.

**Painters** — W. F. Lenzen & Co., 1837 to 1809 Union.

**Physician** — Dr. Louise Everett Taber, 240 Stockton to 450 Sutter.

**Potatoes** — Frederick G. Rindge (wholesale dealer and grower), 201 Drumm.

**Printing** — Strathmore Printing Co., 1063 Mission.

**Produce** — California Produce Assn., 215 to 312 Washington.

**Publishers** — Jewish Journal Publishing Co., Hearst Bldg.

**Radio** — Pioneer Radio Shop, 2865 Mission.

**Ravioli** — Liberty Ravioli Factory, 4550 Mission to 4836 Third.

**Real Estate** — Jack Baltor, 111 to 110 Sutter; H. F. Ramacciotti, 176 Sutter to 309 Kearny.

**Restaurants** — Bulkhead Buffet, 1 Mission to 34 Howard; Fox Restaurant, 792 Sutter; New Carhouse Lunch Counter, 2523 24th; Phoenix Restaurant & Barber Supply Co., 2450 Harrison; Seal Rock Coffee Shop, 371 Sutter; Sheridan Arms Sandwich Shop, 600 Bush; Swiss American Cafe, 417 Kearny; William Wilking, 1319 California.

**Rope and Cordage** — Waterbury Co. (wire), 151 Main to 125 2d.

**Rug Cleaning** — West Coast Rug Cleaning Co., 980 Bryant.

**Securities** — Building Securities Corp., 220 Montgomery; United Securities Co., 220 Montgomery.

**Seeds** — D. M. Ferry & Co., 500 Paul to 749 Front; Ferry-Morse Seed Co., 749 Front.

**Service Stations** — Haight-Street-Service-Station, 1890 to 1870 Haight; St. Maurice Service Station, 17th Ave. and Irving.

**Signs** — Clement Sign Shop, 934 Clement.

**Silversmiths** — National Silver Co., 135 to 153 Kearny.

**Stage Line** — Stage Line Tours & Night Stops Co., 53 5th.

**Stamping** — National Slamping & Enamel Co., 718 Mission.

**Stationery** — A. Carlisle &

Co., 251 Bush to 135 Post; Ingram-Rutledge Co., 419 Montgomery to 135 Post; Isaac Upman Co., 510 Market to 135 Post.

**Steel** — Standard Pressed Steel Co., 364 6th. **Steveldoring** — Enterprise Stevedoring Co., Ltd., 226 Sansome.

**Stoves** — Reliable Stove Co., 718 Mission; Reliable Stove Exchange, 756 McAllister to 2241 Mission.

**Studio** — Madge de Witt, 26 O'Farrell.

**Suit Cases** — San Francisco Suit Case Co., 56 Beale to 741 Mission.

**Surgical Appliances** — Cooper-Trenchard, 494 Post.

**Tailors** — Anthony, The Tailor, 5487 3d.

**Tires** — Credit Tire Co., 3344 24th to 2747 Mission.

**Tools** — Niles Tool Works, 829 Folsom.

**Tractors** — Fordson Tractor Distributors, 2415 16th; O. R. Peterson-Ersted Co., Ltd., 2445 16th.

**Trucking** — Thomas Berg, 911 Folsom.

**Varnish** — Standard Varnish Works, 1010 to 1325 Howard.

**Welding Equipment** — Fusion Welding Corp., 550 Howard.

**Wood and Coal** — William Joyce, 608 Cortland Ave.

## Postmaster Todd Acknowledges Cooperation of S. F. Chamber

How the cooperation of the Chamber of Commerce has helped to expedite the handling of mail in the post office is described in a letter to President Newhall from Postmaster Todd this week. Improvement in the efficiency of the local office has been so marked, says Mr. Todd, that the Postmaster General in Washington is planning to enlist similar help from chambers of commerce throughout the country. The letter follows:

Dear Mr. Newhall:

Receipt is acknowledged of your letter of March 17th, containing your generous comments relative to my endeavor to facilitate handling of the mails through an appeal to large mailers for earlier schedules.

I thank you sincerely for the splendid cooperation received at the hands of the Chamber of Commerce and from you personally. The results obtained were most gratifying and relieved a most critical situation. Immediately following my appeal to the Directors of the Chamber of Commerce, I began to receive letters from many of our largest patrons—the president of the Western Pacific, the president of the Retail Merchants' Association, and others—who advised having issued strict orders that would insure better results. It is most pleasing to inform you that our cancellations for December showed an advancement of 30 per cent, an increase which had never before been obtained. I can best describe the result by saying that prior to that time nearly all the mail destined for Los Angeles and southern points was held over till the following morning for dispatch, which, of course, necessitated a delay of twenty-four hours in delivery. It was physically impossible to distribute and dispatch mails which left on trains between 6:30 and 8 p. m. The improved conditions make it possible to distribute and dispatch all southern points mail on the late evening trains, making it available for delivery the following morning.

This improvement has been favorably commented upon by merchants of the southland, but more particularly so by the superintendent of Railway Mail Service, who within the last week informed me that present conditions were ideal and never before had it been possible to make a complete cleanup and dispatch mails within such a short space of

time. This, of course, redounds to the benefit of our business interests and will result in a great saving of interest and inconvenience caused by former delays. It has also made available distributors whose time is devoted to what we term firm-casing, by which mail addressed to all firms receiving twenty or more letters daily is segregated and tied in a bundle during the night, so that the carrier does not have to spend time distributing in the early morning hours. This has made it possible to advance deliveries three-quarters of an hour, and carriers now leave Ferry Station post office at 7:30 instead of 8:15 a. m., and most of our larger firms find their mail awaiting them when their place of business opens.

After addressing your body I detailed ten personal representatives to visit large establishments, and in every instance received wholehearted cooperation. There is a tendency, however, toward dropping back into old habits, but I am inclined to believe this is due to failure on the part of subordinates to conform to instructions of their superiors.

I will soon inaugurate a system of reminding patrons of the necessity of periodical mailings and in due time believe it will become a habit.

These results could not have been obtained but for the splendid cooperation received at your hands, which was reported to the Postmaster General and who in reply said that an effort would be made to enlist the cooperation of Chambers of Commerce throughout the United States which would undoubtedly bring our service to a higher standard.

If it is possible, I would like to express to you and your members through the medium of your journal the appreciation of the Department as well as my personal thanks.

With kind personal regards, I am, Sincerely yours,

HARRY L. TODD, Postmaster

## Transcontinental FREIGHT BUREAU DOCKET

[continued from page 3]

10798 (Amended)—Paper or paper articles, CL, eastbound, to Black Hills District: Request for amendment of Item 2833 of Tariff 2-Y (L.C.C. No. 1223, H. G. Toll, agent), by reducing the carload rate to Deadwood, Lead and Rapid City. S. D., shown in explanation of circle 41 reference mark in connection with Group "F" rate, from \$1.07½, to 97½¢ per 100 lbs. Paper or paper articles, viz.: table covers, toilet seat covers, dollies, napkins, toilet paper, paper toweling and towels. CL, eastbound, to Black Hills District: Request for amendment of Item 2866, Tariff 2-Y (L.C.C. No. 1223, H. G. Toll, agent), to provide for rate of \$1.17½ per 100 lbs., minimum weight 30,000 lbs., subject to Rule 24 of current Western Classification except as shown in Note 2 of the item, to Deadwood, Lead and Rapid City, S. D.

Additional dockets to be considered by the Standing Rate Committee not earlier than March 27, 1930:

10893—Wrought steel riveted pipe (made of wrought steel plate), CL, westbound: Request for inclusion of wrought steel riveted pipe (made of wrought steel plate, ½- to 2-inch thick, inside diameter 18 to 81 inches) in Item 345 of Tariffs 1-G (L.C.C. No. 1224, H. G. Toll, agent) and 4-D (L.C.C. No. 1230, H. G. Toll, agent).

10891—Celery, CL, eastbound, estimated weights: Request for amendment of Tariff 3-A (L.C.C. No. 1226, H. G. Toll, agent), to provide for estimated weights on celery as follows:

In crates 24 inches high—130 lbs. per crate.

In crates 22 inches high—120 lbs. per crate.

In crates 20 inches high—110 lbs. per crate.

In crates 18 inches high—100 lbs. per crate.

**Recognized Specialist** in Latin-American Trade, permanently established in San Francisco, available part-time for organizing a foreign department in manufacturing concern, and for directing sales. Box No. 875 San Francisco Business.

## S. F. Plans Industrial Conference

### Inland Water Projects to Be Explained

U. S. Authority to Address Big S. F. Gathering Monday

**S**PEAKING on one of President Hoover's pet projects — inland waterways development — Major-General Thomas O. Ashburn, U. S. A., of Washington, D. C., executive of the Inland Waterways Corporation, will arrive in San Francisco late this week to talk to a big gathering of transportation men at a luncheon in the Commercial Club next Monday under the auspices of the Chamber of Commerce and the Commercial Club in cooperation with the Transportation Club and Pacific Traffic Association. His subject will be "San Francisco's Place in the Inland Waterway Development." Several hundred prominent San Francisco financial, business and transportation leaders have made reservations for the luncheon to greet General Ashburn.

In a way, General Ashburn is looked upon as a personal representative of President Hoover in the Administration's campaign for the development of inland waterways and he has been quoted as echoing the President's belief, "that one of the largest economic problems of the future will lie with water rather than with land. The waterways problem has become a live question of a character that few have dreamed it might become even as late as two years ago."

General Ashburn will be escorted to San Francisco from Seattle and Portland by Colonel Thomas B. Ely of San Francisco, Pacific Coast representative of the Inland Waterways Corporation, operating the Mississippi-Warrior Service. General Ashburn is the man who first proposed the legal creation of the Inland Waterways Corporation which is owned by the United States Government and governed by the Secretary of War, to further the Government's program of linking up the inland waterways of America with shipping and rail lines in the Nation's machinery for distribution of commodities. For his work in Government transportation economics, he has been twice promoted by Acts of Congress. His present trip is for the pur-

### This Is Your Chance to Do Something For the Good of San Francisco

Between April 2 and April 16 the United States Government will undertake to take a complete census of people living in San Francisco.

Only with the greatest help and cooperation can the great task possibly be completed in the time allotted.

Every man, woman and child not counted represents a loss which will injure San Francisco for the next ten years.

Be ready for the enumerators!

Clip the list of census questions from any newspaper and have the answers ready when the enumerator calls.

Thank you. You are doing your part for the good of San Francisco.

SAN FRANCISCO CITIZENS' COMMITTEE ON CENSUS

### It Is Everyone's Duty to See That He Is Counted!

**N**EVER since the days of the Liberty Loan has San Francisco been so stirred as in connection with the census that the United States Government is now taking. A special Citizens' Committee has been organized under the chairmanship of Mr. Philip Fay, and many leading men are cheerfully giving their entire time for the next few weeks to aid in seeing that everyone is counted. The Chamber of Commerce, the public schools, industrial establishments, hotel, apartment house and restaurant owners are a few of the agencies that are working hard to see that San Francisco does not suffer from failure to count its population.

One more thing remains to be done, according to John Caddy, chairman of the Publicity Sec-

tion of the Citizens' Census Committee. It is that every individual shall make it his personal business to see that he is counted. "It will not do to leave this task upon the shoulders of the census enumerators altogether," Caddy says. "There are not enough enumerators, and the time is too short to do a complete job unless we help out. This can best be done in two ways:

"First, by taking the list of census questions from any newspaper and writing out the answers in advance, so that you will have them ready for the enumerator.

"Second, by seeing to it that your own enumeration is taken some time between April 2 and April 16.

"Everyone of us must make it his own business to see that he is counted."

### Industrial Development

Reported by the Industrial Department

#### NEW INDUSTRIES

**The Oost Foods Company** have recently leased quarters at 70 Harriet Street, San Francisco, where they are making mince meat and gelatin dessert. Mr. G. W. Oest is manager of the new concern.

**The Castlewoy Hat Company**, makers of "Castlewau" hats and other millinery, have just established a factory in San Francisco in the Apparel Center Building, 49 Fourth Street. Twenty-nine people are employed by this new company which is under the management of Mr. Edw. S. Winefroh.

**Bollaek & Kaestner Company, Ltd.**, manufacturers of ladies' leather handbags, have recent-

ly leased approximately 5000 square feet of floor space at 70 Otis Street, San Francisco, where they employ twelve people in the making of their bags. Mr. Alphonse Bollaek is president of the firm.

#### NEWS NOTES

**Standard Brands, Inc.**, the new holding company recently formed and which has acquired ownership of The Royal Baking Powder Company, The Fleisemann Company, Chase & Sanborn and the E. W. Gillett Company, Ltd., is established in California as **Standard Brands of California**, with western headquarters at 215 Eleventh Street, San Francisco. Snek is being carried in San Francisco of Royal Baking Powder Company products, in addition to Fleisemann yeast products. One of the two large plants of The Fleisemann Company for the manufacture of yeast in the West has been operating in San Francisco for many years at 1236 Minnesota [continued on inside pages]

### Leaders of 11 States to Convene Here

West's Problems To Be Considered by National Speakers

**I**NDUSTRIAL leaders of the eleven western states have been invited by the San Francisco Chamber of Commerce and the San Francisco Real Estate Board to convene at the St. Francis Hotel in San Francisco on May 2 and 3 to consider industrial development of the West and exchange information regarding promotional methods in their communities.

The Western Industrial Conference, arranged under the auspices of the Industrial Property Division of the National Association of Real Estate Boards, is being sponsored by the San Francisco Chamber of Commerce and the San Francisco Real Estate Board.

Outstanding industrial authorities from all parts of the nation will be present to discuss with and advise the western men on their industrial problems. Included in the program tentatively arranged are the following subjects:

"Planning Community Industrial Development," George C. Smith, St. Louis, Missouri, chairman of the Industrial Property Division, National Association of Real Estate Boards, and Director of the Industrial Club of St. Louis.

"The Part of Public Utilities in Community Industrial Development," Vice President R. E. Fisher, Pacific Gas & Electric Co., San Francisco.

"Meeting Industrial Location Requirements," President W. H. Daum, California Real Estate Association, Los Angeles. "Regional Industrial Development," Frederick J. Koster, first vice president California State Chamber of Commerce, San Francisco.

"State Wide Industrial Development Campaigns," President W. M. Garland, California State Chamber of Commerce, and past president of the National Association of Real Estate Boards.

Other prominent speakers and yet unnamed will discuss "The Part of the Railroads in the Development of the West," and "Western Industrial Development."

Round table discussions of current problems will be carried [continued on inside pages]

Re-Printed from Direct Mail Ads Mailed 2500 Eastern Industrial Prospects

# San Francisco

## the Center

### of the Western States

## FINANCIAL INSTITUTIONS



Just as 1,500 national concerns have chosen San Francisco for their Western headquarters, so financial institutions have made this city their center of operations for the West.

The United States selected San Francisco for the location of one of its mints, and despite the discontinuance of all but two others, the local "money factory" has been maintained to serve the Western States. For similar reasons a U. S. Sub-Treasury was maintained here until supplanted by the Federal Reserve System.

Then the government again chose San Francisco for the location of the 12th District Federal Reserve Bank headquarters, now the fourth largest in the country, and serving seven of the States tributary to San Francisco.

Local banking leads every city west of Chicago with its bank debts totaling \$14,621,942,000 during 1929; and eight of the city banks are among the Nation's first hundred.

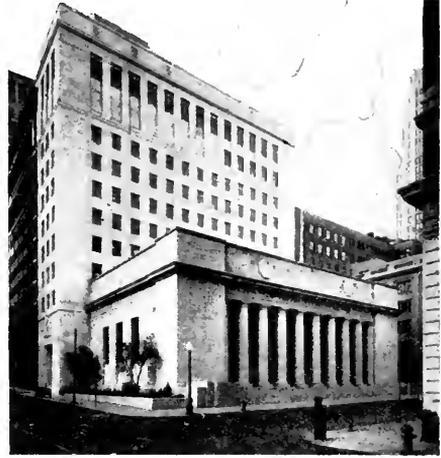
In a similar manner stock exchange operations also center here with \$893,081,934 of business handled on the S. F. Stock Exchange in 1929, exceeded only by New York and Chicago. Incidentally, the local exchange has been largely responsible for the listing of Western industrials on the New York Exchange. Other stocks, including industrial, are sold on the Curb Exchange, while others are dealt in at the Mining Exchange.

Both national and California insurance companies of all types maintain their headquarters for the Western States in San Francisco.

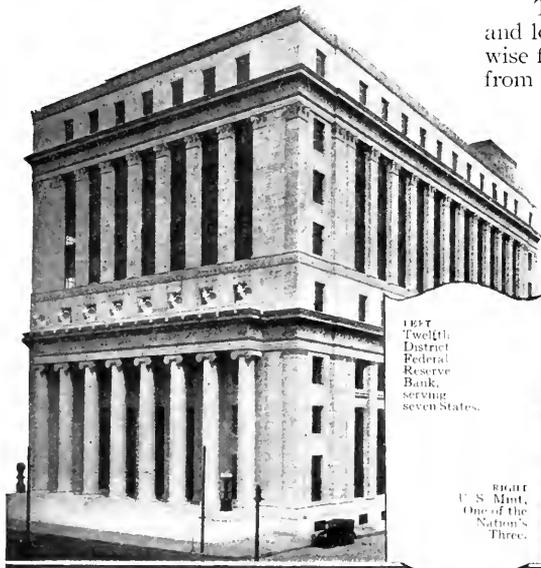
Twenty-three of California's outstanding building and loan associations, with resources of \$39,488,602, likewise find it profitable to direct their business or branches from this city.

Let us prove that here is also the logical headquarters from which to develop and handle your Western business.

**INDUSTRIAL DEPARTMENT**  
San Francisco Chamber of Commerce

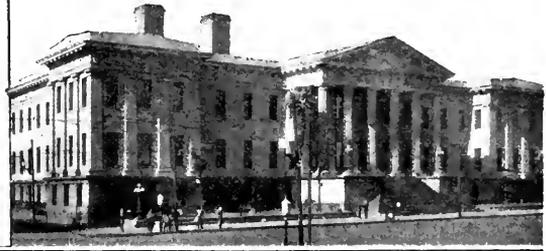


New San Francisco Stock Exchange Building Housing an Institution which has served Western Financiers since 1882.

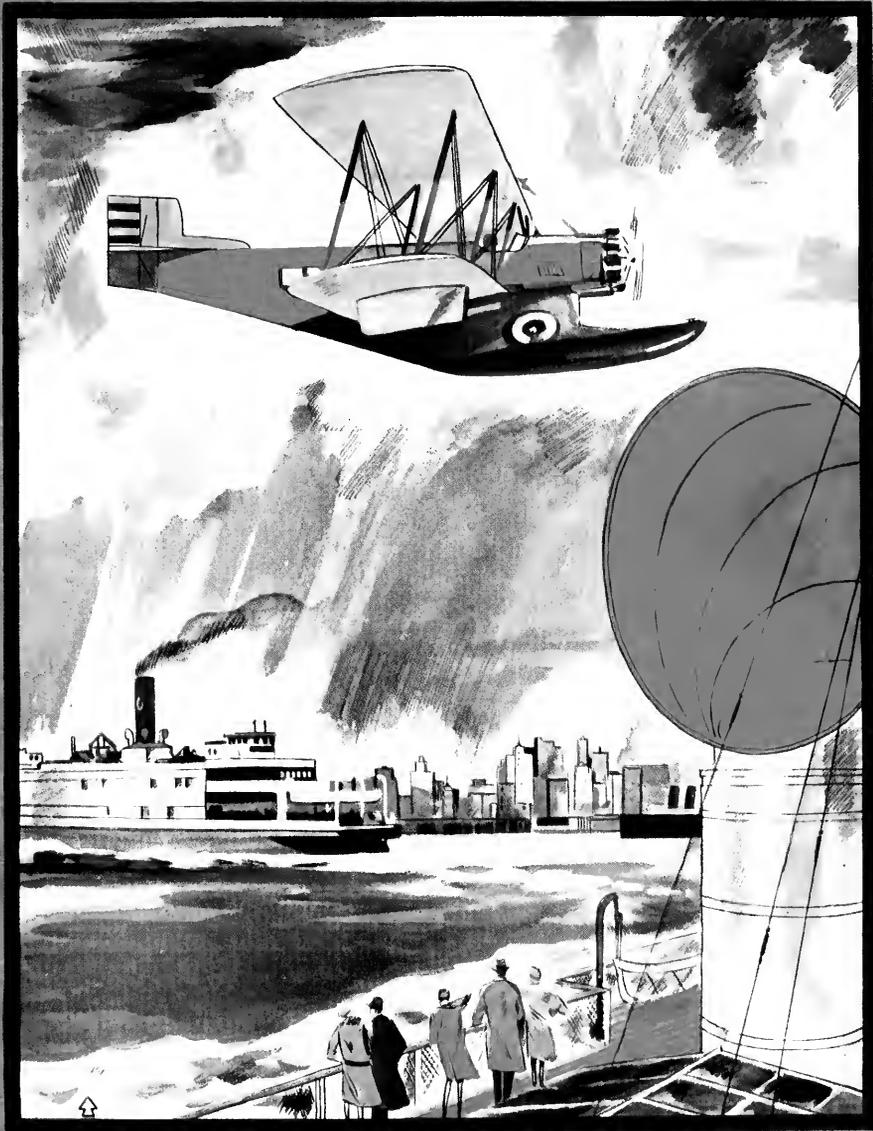


LEFT  
12th  
District  
Federal  
Reserve  
Bank,  
serving  
seven States.

RIGHT  
U. S. Mint,  
One of the  
Nation's  
Three.



# SAN FRANCISCO BUSINESS



APRIL 9TH NINETEEN THIRTY



---

# 11,000 **RED WHITE & BLUE** Standard Oil Dealers — all with *ONE PURPOSE*

*..and here it is!*

Eleven thousand Standard Oil Dealers throughout the Pacific West are now joined together as "Red, White and Blue Dealers". You can tell them — at a glance — by their Red, White and Blue Service Stations, Garages and Pumps.

*Service that clicks!*

*Service in your own neighborhood and everywhere you go.*

*Service that saves your money, your car and your friendship.*



*Service to please your wife.*  
**ONE KIND OF SERVICE  
— THE BEST POSSIBLE.  
— THAT IS THE PURPOSE**  
of these 11,000 Red, White and Blue Dealers.

Drive in anywhere! Every Red, White and Blue Dealer knows that he is helping all the others by serving you well.

There is a cash value to this service, as well as pleasanter motoring. Try it today. And see what happens.

---

**STANDARD OIL COMPANY OF CALIFORNIA**

---

Presenting the San Francisco Symphony Orchestra and the Los Angeles Philharmonic Orchestra alternately, The Standard Symphony Hour offers its programs of enjoyable music every Thursday evening from 7:30 to 8:30 p. m. over KFI; KGO; KGW; KOMO and KHQ. The Standard School Broadcast is presented Thursday mornings from 11 to 11:45 a. m.

# RESULT OF A SPECIAL STUDY

*-not a by-product*

**H**ERE is an automatic burner oil that is refined according to scientifically pre-determined essentials, though competitive in price.

Associated Automatic Burner Oil comes to you direct from the original, specially planned distillation. That's why it is of light gravity, and flows readily to your burners even at lowest Pacific Coast temperatures. That's why its ignition point and its burning point assure satisfactory performance.

Associated Automatic Burner Oil possesses these 4 essential qualities: 1. Atomizes easily; 2. Mixes readily with air; 3. Burns completely—no soot or carbon; 4. Leaves no sediment or moisture.

## ASSOCIATED AUTOMATIC BURNER OIL

ASSOCIATED OIL COMPANY  
Refiner and Marketer of Associated Ethyl Gasoline, Associated Gasoline, Cylal Motor Oils and Greases and Burnbrite Kerosene

» » » » » • « « « « « «  
"LET'S GET ASSOCIATED" WITH JACK AND ETHYL, WEDNESDAYS, 6 P. M., KPO  
» » » » » • « « « « « «  
TUNE IN ON THE BASEBALL BROADCASTS OVER KPO, AND "PLAY BALL WITH ASSOCIATED"



## Rails and Trucks... *A "Store-Door" Freight Service*

A railroad sponsored innovation in the freight transportation business was established in San Francisco on the first of the month by the Pacific Motor Transport Company, an organization designed to provide "store-door" service for freight shipments through the coordination of rails and trucks.

The service provided, according to an announcement of L. B. Young, vice president of the company, is the same as that offered by any motor truck line. The motor trucks of the Pacific Motor Transport Company collect the shipments at the shipper's "store-door" at point of origin and deliver them to the consignee's "store-door" at point of destination, the only difference in the physical operation being that where the motor truck line would use large trucks and trailers for the highway haul between cities, the Pacific Motor Transport Company for this purpose uses the rails of the Southern Pacific Company.

Initial service of the Pacific Motor Transport Company has been established from San Francisco and the east bay territory down the coast as far as Salinas and Monterey and into the San Joaquin Valley as far south as Fresno, with other extensions under consideration.

Over-night service is offered according to the announcement and the rates of the Pacific Motor Transport Company, including pick-up at origin and delivery at destination, are competitive with those of motor truck lines. The rates of the Pacific Motor Transport Company are on file with the California Railroad Commission.

The coordination of rail service for the line haul with motor trucks for pick-up and delivery is a type of operation that has been contemplated by many railroads of the United States for several years past; but the service just established by the Pacific Motor Transport Company is the first of its kind to be undertaken in the West. The use of Southern Pacific rails for the haul between cities is under an arrangement worked out between the Pacific Motor Transport Company and Mr. C. J. McDonald, Express Traffic Manager of the Southern Pacific Company.

Information regarding the operation can be secured from the Traffic Department of the Chamber, or direct from the Pacific Motor Transport Company, whose office is at 16 California Street, San Francisco.

### CHINA YEAR BOOK

Copies of the 1930 China Year Book are now available at the Chinese Consulate, 617 Montgomery Street, San Francisco. This book gives up-to-date information on Chinese tariff, and many other subjects of interest to foreign traders.

Officers of the San Francisco Chamber of Commerce

Almer M. Newhall  
*President*

L. O. Head  
*First Vice-President*

J. W. Mailliard, Jr.  
*Second Vice-President*

Robert Newton Lynch  
*Third Vice-President and Manager*

Albert E. Schwabacher  
*Treasurer*

W. F. Benedict  
*Assistant Manager and Comptroller*

Board of Directors

- H. M. Adams
- A. M. Brown, Jr.
- A. F. Lemberger
- H. D. Collier
- Leland W. Cutler
- R. Stanley Dollar
- L. O. Head
- A. F. Hockenbeamer
- F. L. Lipman
- Geo. P. McNear
- J. W. Mailliard, Jr.
- L. H. Marks
- Frederick H. Meyer
- Almer M. Newhall
- N. R. Powley
- J. T. Saunders
- Albert E. Schwabacher
- Donzel Stoney
- D. G. Volkman
- Louis A. Weidenmuller
- A. Emory Wishon

Chairmen of Standing Committees

- A. Emory Wishon, *Agricultural*
- Frederick Baruch, *Appeals*
- Henry Rosenfield, *Arbitration*
- R. J. Murphy, *Bean Trade*
- Frederick H. Meyer, *Bridge and Highway*
- Robert Dollar, *China Commerce*
- J. W. Mailliard, Jr., *Finance*
- Ian Armstrong, *Foreign Trade*
- Herbert Elosser, *Domestic Trade*
- C. J. Kelly, *Fresh Fruit Export*
- George P. McNear, *Grain*
- L. O. Head, *Industrial*
- Wallace M. Alexander, *Japanese Relations*
- J. H. Polhemus, *Latin American*
- Robert B. Henderson, *Legislative*
- J. C. Rohlfis, *Marine*
- Capt. C. W. Saunders, *Maritime and Harbor*
- N. R. Powley, *Memberships*
- Donzel Stoney, *Municipal Affairs*
- L. H. Marks, *Publicity*
- J. W. Mailliard, Jr., *Transportation*

SAN FRANCISCO BUSINESS

Published weekly by the San Francisco Chamber of Commerce  
205 Merchants Exchange Building • Phone DAvenport 5000  
Entered as second-class mail matter at the Post Office, San Francisco, California, under the Act of March 3, 1879  
SUBSCRIPTION FOUR DOLLARS A YEAR

GEORGE L. NORTH, *Editor*

H. H. DEMPSEY, *Advertising Manager*

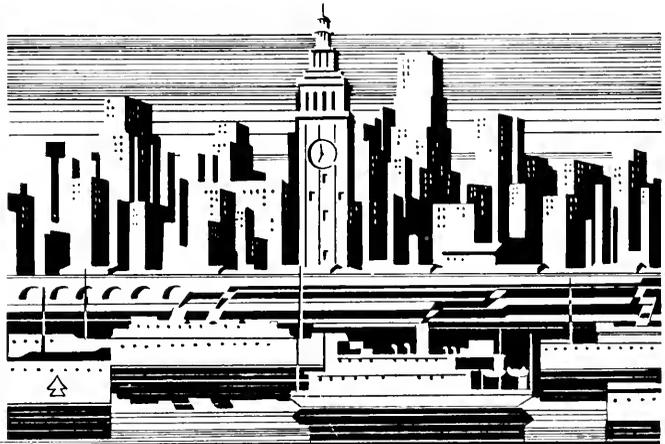
Vol. XX

SAN FRANCISCO, CALIFORNIA, APRIL 9, 1930

No. 15

TABLE of CONTENTS

THE PRESIDENT'S PAGE <i>By Almer M. Newhall</i>	- - - - -	6
FUTURE AIR PALACES FOR THE PACIFIC	- - - - -	7
REPEALING THE LAW OF SUPPLY AND DEMAND <i>By M. C. Mason</i>	- - - - -	10
COUNT ME IN FOR SAN FRANCISCO <i>By Walter G. Swanson</i>	- - - - -	12
THE GROWING POWER OF AVIATION <i>By Robert L. Smith</i>	- - - - -	14
CURRENT EVENTS IN WASHINGTON <i>By C. B. Dodds</i>	- - - - -	16
OUR MARKET STREET PROBLEM <i>By C. E. Grunsky</i>	- - - - -	17
BUSINESS IS GOOD! <i>By J. R. Fitzgerald</i>	- - - - -	18
THE CALIFORNIA PAN AMERICAN CONFERENCE <i>By Simon J. Lubin</i>	- - - - -	19
WHAT THE CHAMBER OF COMMERCE IS AND DOES	- - - - -	20
CONSTRUCTION, THE BALANCE WHEEL <i>By Arthur P. Denton</i>	- - - - -	21
FOREIGN TRADE TIPS	- - - - -	36
TRANSCONTINENTAL FREIGHT BUREAU DOCKET	- - - - -	37
LEADS FOR NEW BUSINESS	- - - - -	39



# The President's Page

## SENSING US

**T**HERE are many things to talk about to our members and to the citizens of San Francisco this month but nothing of such overshadowing importance as the Fifteenth Decennial Federal Census in which we find ourselves immersed at the moment. It is overshadowing because the results of it will shadow or illumine our industrial and business development for the next ten years.

So, all of us here in the Chamber turned our hand to the job last month of organizing a great census campaign to awaken our citizens to their individual importance and responsibility in the enumeration which is now taking place. This campaign, under the direction of the Citizens' Census Educational Committee, is headed by Philip J. Fay, my predecessor in the presidency of the Chamber, as chairman, and is made up of representatives of all racial, social, economic and civic groups among our citizenship. Our Board of Directors as a whole, have also put themselves in the service of the census drive for an accurate count and survey of San Francisco's population, industry and business. Not only that, but through the Committee of '49' we have extended the campaign throughout the nine counties which make up San Francisco's Metropolitan Area.

So far, mainly through Mr. Fay's complete devotion to the census task, a devotion animated by his love and thorough-going knowledge of San Francisco, I feel that we have made great progress toward getting the biggest and most accurate census of the city ever made. Mr. Fay has been assisted by members of the Chamber's staff, particularly Mr. Benedict and our new Public Relations Department which took over the creation, direction and operation of a publicity machine to promote census propaganda throughout the city by newspapers and other vehicles.

It seems to me that the job of doing everything possible to make the Federal census a success was distinctly a duty of our Chamber to the people of San Francisco. Here was an opportunity of leadership and the Chamber took it, a leadership not without real responsibility. But come what may, the Chamber, with some degree of justice, will be blamed or lauded as the case may be for the failure or success of the census.

The necessity of a count of our population as accurate as possible and in the larger meaning of the census, a survey of our economic and social conditions as a community, is too obvious to argue. We are spending hundreds of thousands

of dollars annually to advertise and develop this city as a better place to live, work, manufacture and do business and the time is ripe for an official Government audit of us as a community.

\* \* \* \*

## STYLE SHOW

**S**AN FRANCISCO is a style making center for the United States in women's clothes, a fact, perhaps, which San Franciscans generally do not appreciate. It was brought to their attention sharply during the first week of April by the Manufacturers & Wholesalers Association in the celebration of Spring Market Week and the Style Show, held in the Fairmont Hotel, April 2. In broadcasting the story of San Francisco's pre-eminence in the manufacturing and styling of women's garments, the Chamber was glad to cooperate in behalf of this industry. Publicity through silent and talking pictures, still photographs and written material was sent throughout America to millions of people while the intense effort of the Manufacturers & Wholesalers Association brought to San Francisco more than one thousand buyers of women's garments from all parts of the Pacific Slope. I am commenting upon this because it seems that the results obtained justified the Chamber's cooperation in the magnificent effort made by the Manufacturers & Wholesalers in behalf of their common business and San Francisco as a center of their industry on the coast.

\* \* \* \*

## BRIDGING THE GATE

**T**HIS, indeed, is a time of bridging in San Francisco, bridging from the past to the future in many aspects of our industrial and economic life and in our thinking. There is one bridge, however, which is claiming the attention of the Chamber: that is the movement to span the Golden Gate.

President William P. Filmer and the directors and officers of the Golden Gate Bridge District recently met with the Executive and Bridge and Highway Committees of the Chamber of Commerce to discuss informally the whole project, what had been accomplished in the development of the Gate bridge to date and what difficulties, if any, lie in the way of its ultimate construction.

Much valuable information was developed at this meeting and supplementing this, additional data will be supplied by the officials of the Bridge District. With this information, the Executive and Bridge and Highway Committees of the Chamber of Commerce will be in a position to make definite recommendations to the Board of Directors.



# Future AIR PALACES for the PACIFIC

*"Of all inventions, the alphabet and the printing press alone excepted, those inventions which abridge distance have done most for civilization."*

—MACAULAY.

CIVILIZATION'S upward march from early paleozoic days to the present has been marked to a large degree by contact of species with species.

Neolithic man came slowly into Europe from the south or southeast, requiring many generations and several centuries to arrive, according to H. G. Wells. Yet that slow "migration" played a vital part in the scheme of society.

On through the ages that migration has con-

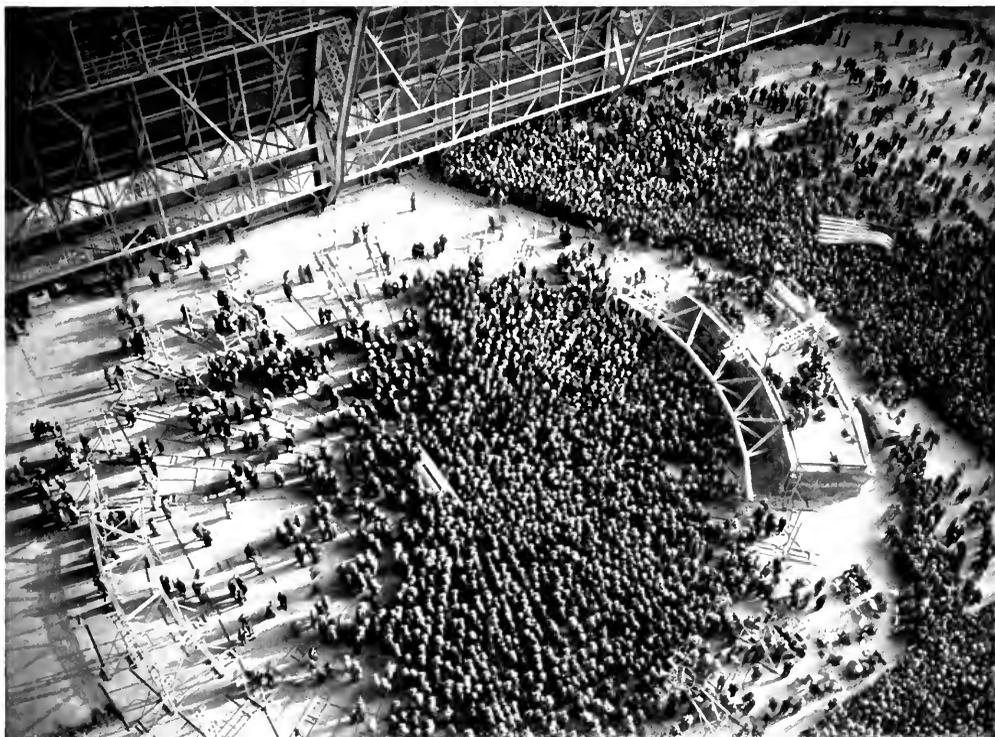
tinued in varying degrees of speed with transportation ever being a potent factor.

Four hundred and thirty-eight years ago when Christopher Columbus crossed the Atlantic, transportation was thought to have reached a high stage of development. Sixty-nine days, and boundless courage were required for that trip.

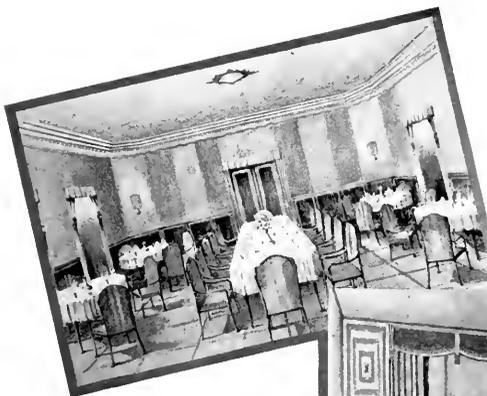
One hundred and eleven years ago the steamer "Savannah" crossed the Atlantic in 26 days.

Two years ago a new record was established by the "Mauretania" with a transatlantic speed of 5 days, 2 hours and 31 minutes.

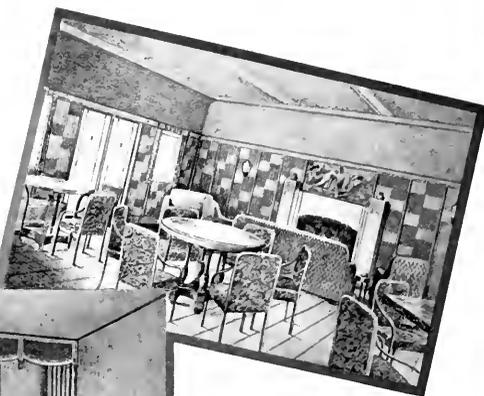
Most recent of the steamship records is that of the "Europa," having crossed the Atlantic in 1 day, 17 hours and 6 minutes. With that it is



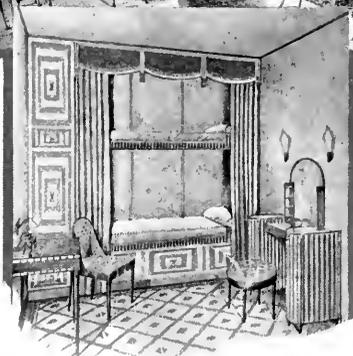
*More than 30,000 persons attending the ring-laying ceremony of the huge Zeppelin ZRS-4 in the Goodyear-Zeppelin dock at Akron, Ohio.*



*The dining room is not unlike that of an excellent hotel. There is ample room for comfort.*



*A corner of the lounge. Maybe with non-inflammable gas aboard, passengers may be permitted to smoke.*



*There is no lack of luxury in the staterooms. Here is a two-passenger cabin artistically furnished.*

believed the super steamship has about reached its limit of speed. Further increase only can be obtained at colossal expense.

Yet no thinking person would make the statement that the ultimate in transportation has been reached.

The Graf Zeppelin crossed the ocean in 55 hours and 24 minutes.

The flight of the Graf Zeppelin will have historic value not because of its speed, for Colonel Charles A. Lindbergh had crossed the Atlantic in 33 hours and 30 minutes, but because it has established the airship as a practicable mode of long distance travel. In the airship are combined the three highly desirable factors of speed, comfort and safety.

The airplane and flying boat have inherent limitations on endurance and load capacity and become uneconomical unless stops at relatively frequent intervals can be arranged safely. The airship, however, is adapted to long distance non-stop runs of several thousand miles, carrying relatively large loads.

It is but a natural consequence that the airship will be used largely over seas, leaving the overland flying for airplanes.

Believing the time had arrived for expansion along that line in this country the Pacific Zeppelin Transport Company, Ltd. was organized late last year by a group of American leaders. Some of the outstanding steamship lines of this country are interested in the enterprise.

The company is headed by Paul W. Litchfield, president of the Goodyear Tire & Rubber Company and of the Goodyear-Zeppelin Corporation,

as chairman of the board.

Commander J. C. Hunsaker, vice president of the Goodyear-Zeppelin Corporation, is president of the newly organized company. A graduate of the U. S. Naval Academy and holder of the

degrees of Master of Science and Doctor of Engineering from the Massachusetts Institute of Technology, he is ideally equipped for the position.

Among the board of directors of the Pacific Zeppelin Transport Company are such men as R. Stanley Dollar, of the Dollar Lines, San Francisco; Harry Chandler, publisher of the Los Angeles Times and head of the Los Angeles Steamship Company; W. P. Roth, San Francisco, president of the Matson Navigation Company, and Edward P. Farley of the American Hawaiian Steamship Company.

The airplane industry is represented by F. B. Reutschler, president of the United Aircraft and Transport Corporation; G. B. Grosvener, president of the Aviation Corporation and Col. E. A. Deads.

In addition there are Clarence H. Cooke of the Bank of Hawaii, John R. Galt of the Hawaiian Trust Co., and Walter Dillingham, representing business interest of Honolulu, Herbert Fleishacker of San Francisco, head of the Anglo-London-Paris Bank, Kenneth R. Kingsbury, president of the Standard Oil Company of California, and Henry O'Melvany, attorney of Los Angeles.

Places on the directorate have been accepted by three New York financial houses. They are J. R. Ripley, of National City Co., Allan Lehmann and Roland Palmedo of Lehmann Brothers and E. O.

McDonnell of the Grayson M. P. Murphy Co.

With this strong leadership the future of the Pacific Zeppelin Transport Co., entering a field that is "Ripe unto the harvest" the success of the enterprise is assured.

Initial plans of the company are to establish an airship line between the Pacific Coast and the Orient, with initial operations to Hawaii until additional ships are available. A mooring mast is to be used as a terminal in Hawaii with a hangar on the west coast and another perhaps in the Far East.



*The huge dock of the Goodyear-Zeppelin Corporation, built at Akron, Ohio, last year. Commander J. C. Hunsaker, vice-president of the corporation, is shown above.*

Following the design lines of the two Navy ships now being built at Akron by the Goodyear-Zeppelin Corporation, the ships are to be of 6,500,000 cubic foot capacity. They are to be inflated with non-inflammable helium gas.

Staterooms, salons and ballrooms and other accommodations for 80 passengers and 20,000 pounds of mail and express will be built in instead of naval equipment. The proposed ships will cruise at from 65 to 75 knots.

The voyage from California to Hawaii will be made in 36 hours. The return trip will require 48 hours. It is proposed to give a weekly round trip service with one airship at the outset. Southern California, Hawaii, Guam, and the Philippines lie in the trade wind belt leading to the Orient, and the weather conditions oversea and at the terminals, are considered the best in the world for airship operations.

Distance in the Pacific are great and steamships

comparatively slow. The advantages of high speed are easy to see.

American trade with the Orient is increasing, to speed mail and passenger service will be to aid American business.

The mail at Honolulu averages 5673 pounds per week first class and 107,751 pounds of other classes. It will be possible to take a large part of this, and mail bound for New Zealand, Australia, Japan and China as far as Honolulu by airship with saving of from two to four days.

Eventually, Asiatic mail will be taken by airship to Manila for distribution with a saving of from one to two weeks.

There has been a rapid increase in the number of passengers going to Hawaii. Exclusive of naval and military personnel there were in 1921 approximately 8000 visitors. In 1929 the number increased to 21,000. There is every reason to believe the popularity of the resort and business

# Repealing the Law of Supply and Demand



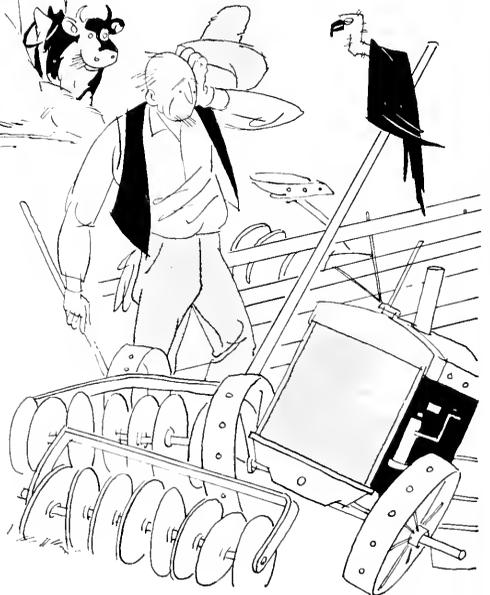
*Everyone will not agree with Mr. Mason on the subject of Farm Relief, and BUSINESS will welcome further discussion of the subject. The accompanying article is not published as representing the policy of the Chamber of Commerce, but as the opinion of a member who has lived many years on the farm. He will be remembered as the author of "Beans and Frijoles," which appeared in the March issue of BUSINESS.*

operators of the Farm Board may strive, no matter what ponderous machinery they may create, they must have the backing of Congress. Congress makes our laws and is hatching them as fast as a Petaluma incubator.

By M. C. MASON

**W**E have heard the heralded approach of the millennium. We have looked upon the coming of the Farm Board, and have breathed from afar the imaginary sweet-scented air of contentment. Our thoughts have tried to visualize the fulfillment of a day when the product of the farm would bring to the grower a fair return for the risks he runs to produce his crops.

Our President, with the help of capable men, has made every endeavor to bring about a condition satisfactory to everyone. No matter how the



tor hatches chicks—with varying degrees of success. Some of the chicks look like a cross between a Mexican jumping bean and a Pismo clam, and Congress grunts and grinds prodigiously to feed them. Now they have hatched one of huge proportions, and to keep it alive they must repeal a law which Congress did not make. This they are attempting to do to foster their unwieldy fledgling. They are attempting to repeal the law of Supply and Demand. That law is so old that the original document bears the signature of Adam. It has never been repealed though every generation from the beginning of the race has tried it.

The world is a wise old man. He buys enough to feed himself and no more. If somebody attempts to supply him with food at a price higher than he should pay for it he may get away with it for a time. But it's a mighty short time.

If there is an over-supply of anything from pyramids to salt — no matter what it is — that something is due for a slump until the over-supply is taken up in the **regular flow of trade!** Egypt has stored the pyramids for aeons, but there just isn't a demand for pyramids.

We can build a tariff wall so high that it will fall of its own weight. It's the same old law—there is too much of it—and the wall will fall upon and destroy its builders. The whole thing is like the old scheme of perpetual motion. It would be fine if it worked—but it won't. That's another law that has been attacked several times since Adam gave it up.

In every generation, somewhere, somehow, someone pushes out bravely in a bark canoe to defy one of the fundamental laws—and sinks.

The one logical answer to the farm problem is to stop waste. Convert the by-products into commercial use, take care of the machinery under the shed in the winter time; prolong its life and cut the overhead so that the cost of production will not exceed the revenue.

Five hundred million dollars of practical education looking toward the cutting of farm costs will cure more ills than the putting off of the evil day by government storage of surplus supplies until the grain elevators burst and flood us to death!

The farmer today is the most protected man in the land. He can combine to fix prices on his product, he can blacklist, he can own and operate anything he wants to, and yet he fails because he pays no attention to his overhead. If and when the time comes that he does, he will get along as the rest of us do—and the sooner he does the better for all of us.

\* \* \* \*

Manana is a pitfall. Tomorrow will be time enough to plow that fifty acres. But tomorrow

finds a broken plow share and a worn roll and colter. That means a trip to town. The plow was shoved up against a fence and all winter it stood there in the rain, and rusted. The fifty-acre piece had to wait ten days more because it rained, and the farmer had to wait until the weather cleared again and the soil had dried enough to make plowing possible.

The farmer was going to put in lettuce in June. It was the end of July before he got it in. The early fall lettuce crop brought better than two dollars per field crate. His would have done so, but his lettuce was too late for the price and got in on the flood of late planters and he got only seventy-five cents. It all went back to that old sixteen-dollar plow that wasn't ready because it had been neglected. He could have bought a new one and saved three thousand dollars, but he didn't because the old one was there and tomorrow would do just as well.

It is not the farm situation which is the important issue, but the **situation on the farm.** The conditions there are the job for intelligence to tackle. It is a long job and a tedious one—one that American impatience is trying to remedy by legislation when it should be done by education. The writer knows of several tractors costing over \$5000 each which were left in the field for more than four months right where the last day's work was completed. He has seen binders and harvesters and other expensive machinery left in the fields for months. This condition exists on sixty per cent of the farms in the United States. No one else would treat his "earning" machinery as does the farmer. His deterioration would eat him up. It eats the farmer up.

The writer knows of a farmer who planted fifteen acres of pears. He decided to plant the fall-bearing pear known as the winter pear. He had been told of the advantage of cross polleniza-

[continued on page 31]



# Count me in for *San Francisco*

By Walter G. Swanson

**T**HOSE San Franciscans who have regarded their city as one "oblivious to fate" should see the inside workings of the heroic struggle now nearing its conclusion to get every San Franciscan counted in the 1930 national population census.

San Francisco has become alarmed by the possibility of a repetition of the census failure of 1920 and is now leading every city in the Nation in the scope and vigor of citizen census cooperation.

San Francisco showed a total of but little more than 500,000 in the 1920 census. As soon as the total became known our progressive citizens indignantly declared that it did not fairly represent the population of this city. Nevertheless, it was official, and the industrial leaders in New York City, as well as the little children in Czecho-Slovakia, opened their geographies to find San Francisco rated below all other cities in the world credited with 600,000 or more people.

The San Francisco Chamber of Commerce studied our population and investigated records of the Spring Valley Water Company, the Pacific Telephone and Telegraph Company, the Pacific Gas and Electric Company and the Great Western Power Company, counting these utility connections, checking on the registered voters, and taking advantage of every population indication. Chamber of Commerce officials estimated San Francisco to have more than 600,000 people in 1920 and more than 700,000 people in 1925.

But all these compilations, however irrefutable, were of no avail, because the world knew San Francisco as a city of barely half a million persons, and if we could have furnished positive proof of a million in population, the geographies of the world would have continued giving San Francisco but 500,000 persons, in accordance with the 1920 census returns.

The loss to San Francisco in industry, prosperity, and dollars by reason of this inaccuracy of census total is so great that it baffles calculation. We do know that the number of representatives allotted our city in Congress is





regulated by our count in population. We knew to what degree the classification of our post office is regulated by our population. We know that industries locate branches in cities according to their population. We know that population attracts population and that once a city is on the upward trend, it is easier for it to continue growing. We know that Congress in appropriating money for federal public improvement takes into consideration the population of cities where these improvements are to be made. But to endeavor to calculate the total value of our loss by reason of a census failure is too great and far-reaching for simple arithmetic.

It is sufficient to point out, in the words of John J. Cuddy, managing director of Californians Inc., "that the accumulative value of the millions of dollars spent by Californians Inc. in advertising San Francisco has been lost if our census total is materially lower than it should be."

On the day this is published San Francisco will have but a few more days in which to be enumerated, providing the Federal Census Supervisors — Senator Thomas A. Maloney and Felton Taylor, of the Sixth and Seventh districts comprising San Francisco, do not obtain an extension of time beyond April 15 for counting us.

The Federal Census Bureau in San Francisco is represented by Senator Maloney, a thoughtful, serious-minded, working stevedore, and Felton Taylor, secretary for a Republican organization in California.

They have under them 116 enumerators, each of whom is endeavoring to cover approximately four voting precincts by house-to-house canvass for names. Hospitals, convents and institutions that are also places of abode have special enumerators. All enumerators receive four cents for each name listed, which is small remuneration for obtaining twenty-four intelligent answers from any one person.

Senator Maloney became alarmed at the prospect of counting his fellow citizens in fourteen days, from the 2nd to the 15th of April, inclusive, and appealed to the Finance Committee of the Board of Supervisors early in March for aid. Supervisor Angelo J. Rossi, a seasoned legislator with two terms on the all-important Finance Committee of the Board of Supervisors, became convinced that Maloney and Taylor had jobs almost too great to be accomplished within the time limit unless there was a concerted citizens' movement behind them.

The San Francisco Chamber of Commerce stepped into the breach at this juncture, upon the request of Senator Maloney and Supervisor Rossi and instituted a program which was designed to save San Francisco from another inaccurate census count and the injurious world-wide publicity such an error would entail. Supervisor Rossi conferred with William F. Benedict, comptroller and assistant manager of the Chamber, who saw the danger in the situation and quickly spread the alarm to Philip J. Fay, veteran leader in the San Francisco Chamber of Commerce, and Almer M. Newhall, president of the Chamber, and this was transmitted to leaders in many different organizations.



*A bay ferries amphibian lands on water, lets down its wheels, which are folded in flight, and like a duck, climbs aboard the landing ramp on its own power.*

# *The Growing POWER* *of AVIATION*

**I**N the virile parlance that has grown up with aviation, to open wide the throttle of an airplane is to "give her the gun." It is this added power that enables a pursuit job to climb almost vertically as it leaves the airport, it is this added power that allows a twelve-place transport to fight terrific headwinds and yet keep its schedule, and it is this added power that lifts a fully loaded amphibian off San Francisco Bay after only a few hundred yards run.

And figuratively speaking, the aviation industry of San Francisco has been "given the gun" during the first quarter of 1930.

*By Robert L. Smith*

There have been a dozen important aviation events in the last three months.

Outstanding, perhaps, were these:

Conferences by Mayor Rolph and the Finance and Airport Committees of the San Francisco Board of Supervisors, looking to the acquisition of property to establish permanently one of the finest airports in the United States; further approval of the proposed Sunnyvale dirigible base by Chairman Fred A. Britten of the House Naval Affairs Committee; improvement of aviation stocks on San Francisco and other exchanges to the highest levels in many months; and the successful inauguration of the world's first major venture in short

haul air transportation on San Francisco Bay.

Probably the most impressive of these, both from an operating and from a civic viewpoint, was the establishment of air ferry service connecting San Francisco, Oakland, and Vallejo, using as their San Francisco Terminal Pier 5, adjacent to the Ferry Building.

Air Ferries, Ltd., is best described by its own name. The planes, landing and taking off from the water, cross the six miles of the bay separating San Francisco and Oakland in six minutes, or the 22 miles separating San Francisco and Vallejo in 15 minutes. They alight at Oakland on the Estuary at the foot of Franklin Street, three minutes from the City Hall, and at Vallejo on Mare Island Strait, beside the ferry and electric train depots. Airplanes thus overcome their principal business handicap by obtaining terminals at the transportation centers of cities.

In the first 60 days of operation slightly more than 20,000 people used air ferries to cross the bay. The importance of this number is seen when it is noted that nearly as many passengers were carried by this one firm on San Francisco Bay in two months as were carried by all other air transport companies in the United States during the same period last year.

A look at Department of Commerce reports verifies this statement. Last year 150,000 passengers were carried on all transport lines of the country, an average of 12,500 a month. Air Ferries carried 10,000 a month for the first two months of operation.

To make another comparison. In 1928, the preceding year, 49,000 passengers were carried on all the lines in the Nation. In other words, Air

Ferries, Ltd., in two months carried nearly half as many passengers as were carried during the whole of 1928 by all the transport companies in the United States.

Air Ferries, Ltd., was organized as a practical business venture by a group of San Francisco Bay region leaders who saw the need for quicker transportation of men and merchandise between the cities around the bay. They turned to natural advantage the waters of the bay, which had so long been a barrier to quick communication between San Francisco and her neighbors.

An idea of what this newest industry of San Francisco means generally to aviation is given in a recent article appearing in the New York Herald Tribune, stating that:

"The attention of the air transportation world has been turned on the successful operation of the shortest air passenger line in the world, which has gone into direct competition with one of the oldest regular forms of transportation in the bay district. Inquiries have been received from all parts of the country regarding the line which extends across San Francisco Bay between Oakland and San Francisco. . . .

"The air ferry service has definitely established the practicability of using airplane landing floats for amphibians in waterways adjacent to main business centers, and also has demonstrated clearly the feasibility of maintaining dependable air service in the face of adverse weather conditions."

The man best qualified to tell what the operation of Air Ferries, Ltd., means to San Francisco and the other prosperous communities about the bay is Joseph J. Tynan, Jr., president of the company.

[continued on page 34]



*Ferrying across the bay by air the passenger gets an entirely different view of the city than from the deck of a boat.*



# C urrent Events in Washington

By C. B. DODDS

*Washington Representative  
San Francisco Chamber of Commerce*

**F**OLKS who like to check up on Uncle Sam to determine how accurate are his estimates will have an opportunity soon on making an appraisal of the Census Bureau mechanical population estimator, for the Bureau has announced that this gigantic speedometer estimated the population of the United States on April 1, to be 122,187,583.

April 1 is the date upon which the census is based. All immigration and births after that date are not to be counted but all deaths are to be counted if they occur after April 1, even though they occur prior to the coming of the census enumerator.

The mechanical estimator is a great machine which ticks off additional "population" for the United States every twenty-two seconds, as this is the rate at which the Census Bureau statisticians figure the United States is gaining in population. They have taken into their calculations, the average birth rate, the average death rate, the average immigration and the average emigration.

The census will have an interesting effect on Congress. The places of twenty-four representatives now assigned to various states of the Union will be changed to other states, according to present estimates. The transfer will not involve individuals but only the office of representatives. In other words, California will not get any of the four representatives Missouri is to lose, physically speaking. The California gain is now estimated to be six. How they will be divided among the various California counties will depend upon the state legislature which will be expected to reapportion the congressional districts at the next session, meeting in January. If the State Legislature does not act, the federal reapportionment law provides that all six of the new representatives shall be

elected at large just as the senators are today.

The size of the House of Representatives will not be increased as a result of the reapportionment as the gains in those states which have shown increases in population will come from states which have shown decreases in virtually the same proportion.

Following California's gain of six, Michigan is next in line with a gain of four. Other states that will gain and the amount of their increase are: Ohio, 3; Texas, 2; New Jersey, 2; Arizona, 1; Connecticut, 1; Florida, 1; Montana, 1; Washington, 1; Oklahoma, 1; North Carolina, 1.

Aside from Missouri's loss of four, the other losing states are: Indiana, 2; Iowa, 2; Kentucky, 2; Mississippi, 2; New York, 2; Alabama, 1; Kansas, 1; Louisiana, 1; Maine, 1; Massachusetts, 1; Nebraska, 1; North Dakota, 1; Tennessee, 1; Vermont, 1; Virginia, 1.

\* \* \* \*

**F**ORGING another link in the protective laws surrounding the right of succession to the Presidency, Representative Cable, of Ohio, has introduced a bill proposing a constitutional amendment that will make the Vice-President-elect eligible for the presidency if the President-elect should fail to qualify. Congressman Cable pointed out that American statutes provide no method whereby a president can be elected if a president-elect should die between the time of his election in November and the time for him to take the oath of office on March 4. The right of succession after a President takes office is fully established by law through the Vice-President and the members of the cabinet, beginning with the Secretary of State.

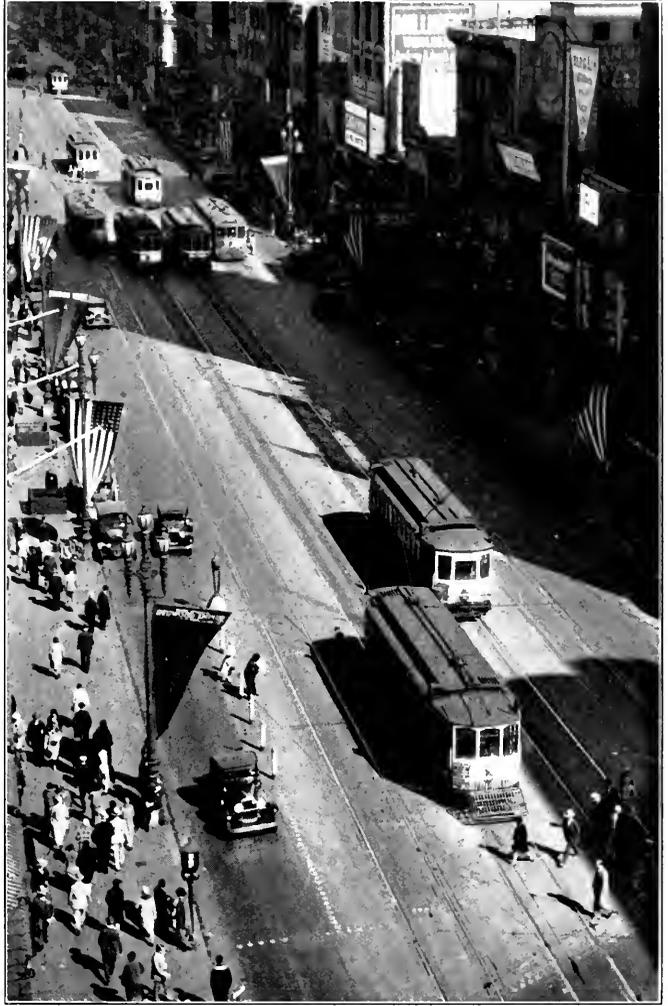
# Our Market Street Problem

By  
C. E. Grunsky

Former City Engineer  
of San Francisco



*Market Street traffic has been a subject of discussion for a long time. In the August, 1929, issue of BUSINESS, Mr. William L. Pattiani advocated a subway. Mr. Grunsky does not entirely agree with him. Both have given the problem profound thought. Mr. Grunsky is one of the outstanding engineers of the Nation. Besides being city engineer of San Francisco from 1900 to 1904, he was Panama Canal Commissioner, consulting engineer to the Secretary of the Interior, president of the American Society of Civil Engineers and is now president of the American Engineering Council and the Academy of Sciences.—The Editor.*



**F**OUR-TRACKING Market Street was a mistake. The immorality indulged in by the city when it blanketed long stretches of the two car tracks already on this street and operated under private ownership need not be discussed. The disadvantage of the four tracks, in fact the disadvantage of any car tracks on Market Street is at last being generally recognized.

The question is timely, particularly in view of the fact that the Market Street Railway Company's franchise on this street expired last year. Almost universally the conclusion seems to have been reached that the tracks should be put underground, that San Francisco needs a subway. Before accepting this solution of a troublesome problem some of its aspects deserve consideration.

Thus, for example, one day at a meeting of the San Francisco Business and Professional Women's Club one of the young ladies asked the speaker of the day: "What have you in mind? A system like that of New York with underground rapid transit trains or cars into outlying districts? A system similar to that at Boston with a dipping down a long trough-like incline into a short stub subway or perhaps into a subway loop along Market and Mission streets from the Embarcadero to the Twin Peaks Tunnel entrance? Or, as a second alternative, a short subway on Market Street with stairway access and with transfer privileges from the street car lines which would then have terminals at Market Street?"

[continued on page 27]

# Business IS Good!



By J. R. Fitzgerald

*Agent American Hawaiian  
Steamship Company*

**T**WO men, meeting at luncheon, discussed the condition of business.

One said times were bad, money tight. He was preparing to trim his sails, cut down overhead, retrench.

"Why are they bad?" asked the other.

"Because everybody I talk to says they're bad."

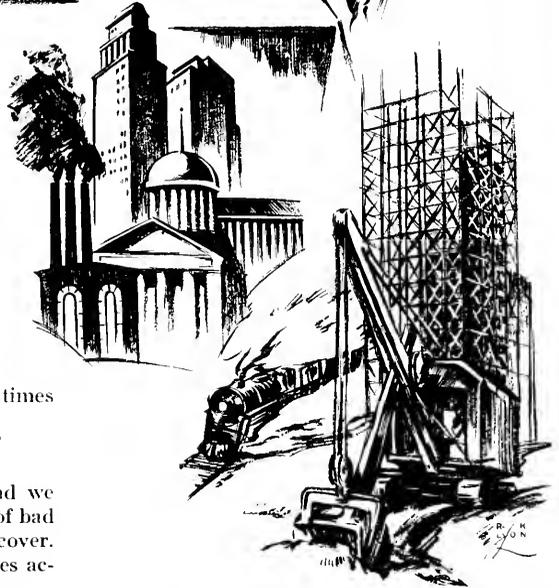
"And if everybody you talked to said times were good would you believe them?"

"Not unless my own business proved it."

And there's the answer.

We believe what we want to believe and we always want to know the worst. A whisper of bad times is a note of warning and we run to cover. But the worst of it is that talk of hard times actually makes hard times.

Barring the crash in securities last October—which was inevitable, and which was forecast by financial barometers months before it happened—there have been no fundamental reasons for the slowing up of business. The period of readjustment that always follows an upheaval has come and gone, and business, generally speaking, is on a more substantial footing than it has been in many years. Thousands of people throughout the country who had been accustomed to estimate



their wealth in paper profits from over-inflated securities are turning their attention to sound investments. Great industries are expanding, building is being resumed on a scale larger than ever and the problem of unemployment is being absorbed in the new impetus of national prosperity.

It is inevitable that in the delicate mechanism of our financial structure, California, and particularly San Francisco, must react to the slightest disturbance in the industrial centers of the East,

# The CALIFORNIA *Pan American* CONFERENCE



By Simon J. Lubin

*President Sacramento Region  
Citizens Council*

IT can be truthfully said, I think, that California as a whole has been doing more thinking about foreign markets and foreign countries in the last few years than ever before. San Francisco, because of its active Chamber of Commerce, has never been allowed to forget its eminent position as a world mart. Publicity of every sort has impressed on the citizen of San Francisco and the bay region that the future of the cities by the Golden Gate lies on the Pacific. Nor has this campaign to instill what we might term in the parlance of the day "foreign trade consciousness" stopped at the boundaries of the bay region. It has spread throughout the state.

Now comes the project of holding a Pan American Conference in California this year. I said project, but it is more than that. It is a stupendous undertaking. It is an enterprise so extensive in its ramifications that the Sacramento Region Citizens' Council, which sponsored it, had no inkling of the detail and groundwork necessary before such a conference would become a fact. When the suggestion first came to us from Argentina, that we call such a conference, we debated the matter and then cabled our trade scouts, who were then in Buenos Aires, that we had decided in the affirmative. We instructed the trade scouts to advise their hosts in Argentina and the other countries to be visited, namely, Uruguay and Brazil, that we would be glad to receive the delegates these countries would send. The invitations were enthusiastically received and we are looking forward to the coming of representative groups of business men.



Our problem was measurably simplified as a result of the generous cooperation received from the Federal Government in Washington and its representatives in Latin America. The San Francisco office of the Department of Commerce has given us invaluable assistance. The wonderful response of Governor C. C. Young and the state administration was most encouraging, as was the support of the other western states. I cannot say too much of San Francisco's spirit of helpfulness and of what San Francisco has done to insure the success of the conference. In the first place, a San Franciscan, Dudley Moulton, the Agricultural Commissioner of San Francisco County, was one of our two trade scouts. The other was Assemblyman Van Bernard of Butte County. Commissioner Moulton's services were loaned by the San Francisco Board of Supervisors; then the San Francisco Chamber of Commerce, the Foreign Trade Club and the Downtown Association endorsed the conference and have placed their facilities at our disposal. I could go on at length to tell of the wonderful support and the offers of services we have received from some of the leaders in commercial and international affairs, who live in San Francisco and the bay region.

But I want to say something about the conference. The Pan American Reciprocal Trade Con-

# What the Chamber of Commerce *Is* and *Does*

## ¶ Skeletonized Review of Department Activities ¶

### Foreign Trade

Compiles statistical material on trade and shipping of the San Francisco Bay area and other Pacific Coast customs districts. Assists members in matters of immigration, clearance of merchandise through the customs, preparation of shipping documents, cables, etc. Signs approximately 3000 sets of documents for members annually, including certificates of origin and purity. Initiates and gives support to Federal legislation in connection with shipping, immigration, entry of goods and customs service, communications, etc. Arbitrates commercial disputes upon request of members. Offers Foreign and Domestic Trade Tip service. Maintains a card index of importers and exporters, by commodities. Supplies lists of foreign firms to local houses interested in extending their foreign markets, and lists of local firms to prospective purchasers in the United States and abroad. Assists foreign visitors to San Francisco in making business contacts.

### Hospitality

Greets and extends courtesies to between 15,000 and 25,000 visitors per year. Service embraces calls at hotels, automobile rides, mapping of scenic tours in and out of San Francisco, business information and contacts. Has co-operation of 2500 committeemen and women; distributes practically 40,000 pieces of literature annually to visitors.

### Industrial

Works for the development of industry and increase of payrolls both by securing new industries and by aiding those already established. *The sales program:* (1) contacts the prospect as developed through the industrial advertising of Californians Inc., or otherwise, (2) submits special engineering report covering the prospect's individual requirements with reference to costs of operation and distribution in San Francisco, (3) mails monthly sales follow-up material, (4) sends special reports from time to time, (5) renders personal service to the prospect upon arrival in the city by supplying supplementary information about industrial factors, sites, etc., (6) writes and releases general industrial sales publicity for local and national papers and periodicals, (7) prepares and distributes sales literature on San Francisco. *The service program:* (1) plans and fosters projects designed to improve local industrial conditions, (2) aids established industry in accordance with specific needs, such as with spur track and re-zoning applications.

### Domestic Trade

Is a bureau of the Industrial Department and supplements the work of that department as outlined in the preceding paragraph. *The service program:* Local (1) maintains commodity index

### Executive and Administrative

The function of the Executive Office is to apply the force of the Chamber to any question decided by the Board of Directors.

The Committees recommend and secure approval from the Board. The Board instructs the Manager to act and the action is either taken directly or through the appropriate department.

All matters not clearly departmentalized are brought directly to the Executive Office for clearance. All general correspondence is handled through the Executive Office.

The management of the departments is handled directly through the Executive Office, cleared directly through the Assistant Manager and Comptroller.

All matters determined by the Board directly are handled by the Manager, either directly or through specially appointed committees of the membership. The Executive Office ties up and correlates the committee organization, the departmental organization, special committees of members and the Board of Directors, and thus unifies and makes effective the action of the Chamber on any particular subject.

of thousands of articles of local manufacturers and wholesalers, (2) distributes classified list of locally made goods, (3) prepares trade lists of local firms and their products for prospective buyers, (4) apprises members of every business removal and of every new business through weekly run of "Leads for New Business" in *San Francisco Business*, (5) endeavors to divert local purchases to local manufacturers and wholesalers. *In the Trade Territory:* (1) arranges good will trade excursions of manufacturers and wholesalers to contact San Francisco's business friends throughout the eleven western states, (2) makes staff trips at intervals for the same purpose, (3) seeks to develop markets in the San Francisco area for products of the back country.

### Municipal Affairs

Investigates all matters pertaining to municipal affairs. Committee is divided into six sections, namely: Charter, General Government, Street Railway Transportation, Traffic, Water and Power, Works and Development.

### Junior Chamber of Commerce

A body of business and professional men, between the ages of 21 and 33, organized for the purpose of informing and educating its members in civic affairs and actively participating in a practical program for advancement of commerce and industry and for promotion of welfare of San Francisco and Northern California. Membership, 727 on September 12, 1929. Organization is at present at work on many major projects under the following fifteen standing committees:

Aeronautics — Committee on Committees  
Daylight Saving — Executive — Finance  
Fire Prevention — Industrial — Marine  
Membership — Municipal Affairs  
Program — Publicity — Radio  
Relationship — Sports

### Retail Merchants Association

Co-ordinates activities of constituent retail trade groups; conserves interests of retail merchants on all major legislative issues presented by national, state and local legislative bodies. Conducts continual analysis of specific problems of merchants such as returned merchandise, markdowns, seasonal sales, etc. Arranges and directs Educational Courses in various phases of merchandising for store employees. Aids constituent trade groups in promoting special and seasonal events. Secures concerted action on the part of the merchants in tying-in with special local and national events of importance to San Francisco's civic and commercial welfare.

### Information

Has, or knows where to secure statistics, lists, reference material and information on an infinite variety of subjects and supplies same to more than 40,000 persons a year. Sends literature to over 10,000 inquirers annually. Compiles weekly list of prospective tourists and settlers; issues monthly statements of business conditions, and annually "Highlights of San Francisco," "San Francisco in Figures," Tourist Information Map, and "Sources of Wealth."

### Marine

The clearing house for all information concerning shipping in the harbor. Report: all incoming and outgoing vessels; boards incoming vessels for reports of voyage, recapitulation of cargo, passenger lists, etc. Keeps membership posted on movements of all vessels bound to and from Pacific Coast, Hawaiian, Eastern and Foreign ports, also of all mishaps at sea. Look-out stations in operation 24 hours daily the year round, including Sundays and holidays. Keeps records of imports and exports by water from San Francisco.

### Publicity

Disseminates information relative to San Francisco and the Chamber of Commerce. Prepares special articles for newspapers and magazines. Supplies photographs and cuts for local and national publications. Maintains photograph and cut file.

### Traffic

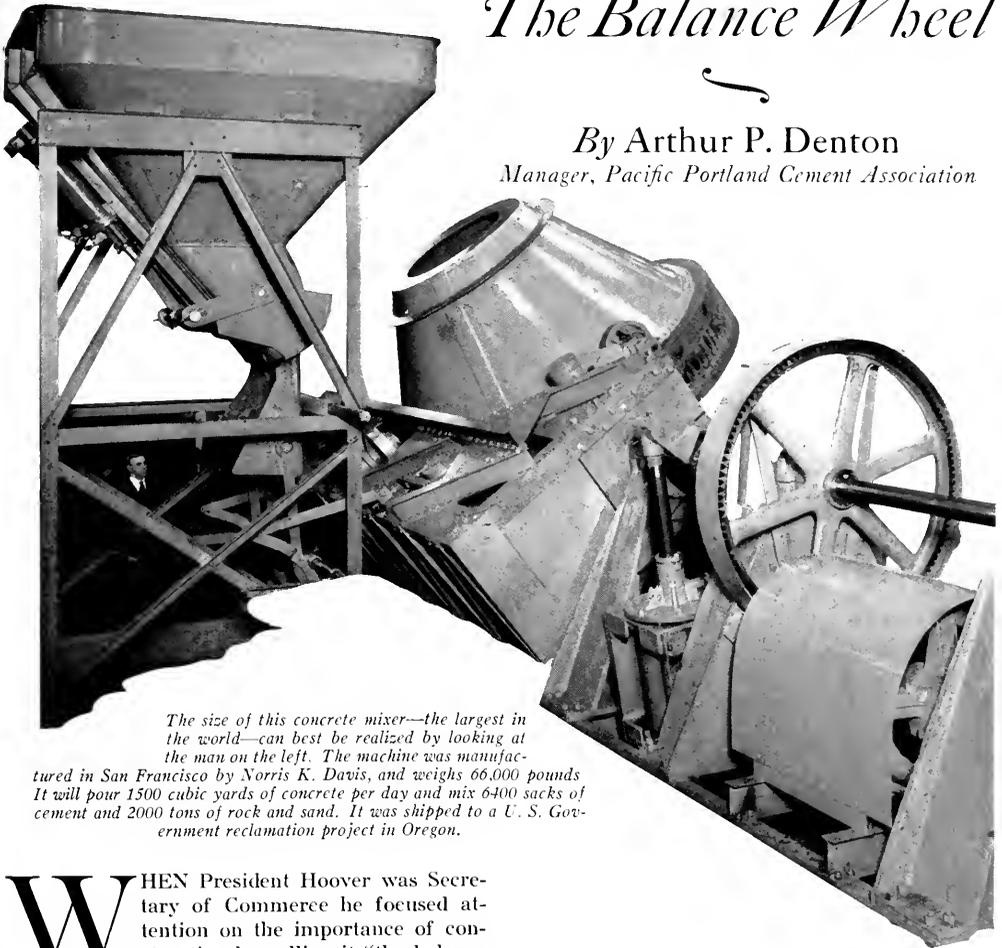
Vitality concerned with larger problems affecting community as a whole and which traffic departments of individual concerns are not prepared or equipped to handle. Studies all proposed changes in legislation, both state and national, relating to transportation, and either supports or opposes them as they affect best interests of local shippers. Constantly protects shipping public regarding rates and service, and furnishes advance information on proposed rate and classification changes.

# CONSTRUCTION...

## *The Balance Wheel*

By Arthur P. Denton

*Manager, Pacific Portland Cement Association*



*The size of this concrete mixer—the largest in the world—can best be realized by looking at the man on the left. The machine was manufactured in San Francisco by Norris K. Davis, and weighs 66,000 pounds. It will pour 1500 cubic yards of concrete per day and mix 6400 sacks of cement and 2000 tons of rock and sand. It was shipped to a U. S. Government reclamation project in Oregon.*

**W**HEN President Hoover was Secretary of Commerce he focused attention on the importance of construction by calling it "the balance wheel of industry."

And the current economic situation throughout the country is ample proof, if proof were needed, of the truth of Mr. Hoover's idea.

For the tonic effect of revived construction is apparent. The first two months of 1930 witnessed the awarding of an unprecedented volume of contracts for street and highway paving, including nearly 19,000,000 square yards of concrete work. For the same period of 1928, the next best year, a little over 16,000,000 square yards of concrete were awarded.

The immediate result of these large awards is

felt in the employment of many men otherwise idle. But there are other results of almost equal importance. For the opening up of a large volume of road construction brings with it a demand for sand, stone, cement, machinery and other necessary materials and equipment. The men whose business it is to supply material, equipment and technical leadership benefit. As they, together with the actual road workers, increase their activity and earning power, they raise their buying power and become prospects for commodities of all sorts.

Street and highway work represent only a single

[continued on page 26]

## The 1930 Census

[continued from page 13]

The story of the formation of the Citizens' Committee, named by Supervisor Rossi and his aides, Colonel James E. Power and J. Emmet Hayden, is one that now has taken columns and columns of space in the daily press. Philip J. Fay was named chairman and Mayor James Rolph, Jr., honorary chairman.

Other officers are: Vice-presidents, Marshal Hale, Angelo J. Rossi, A. M. Brown, Jr., Thomas F. Boyle, Paul Scharrenberg, William J. Quinn, Charles J. Brennan, Thomas P. Garrity, H. J. Brunner, Mrs. J. E. Butterfield and Mrs. Alfred McLaughlin.

Secretary, John A. O'Connell; treasurer, Louis A. Weidenmuller.

Committee chairmen: publicity and advertising, John Cuddy; district organizations, Thomas P. Robinson; hotels, clubs, cafes, John F. Shea; apartments, Eugene N. Fritz, Jr., labor coordination, Roe H. Baker; theatrical, Thomas D. Van Osten; schools, Mrs. Ernest J. Mott and Joseph Marr Gwinn; speakers, A. M. Brown, Jr.; vehicular advertising, Clarke C. Cottrell; veterans, Harry Glensor; Women's participation, Mrs. A. J. Cloud; industrial coordination, Ben C. Brown; legislative, Melvyn I. Cronin; foreign peoples education, Kenneth H. Smitten.

The Management Committee, selected for campaign experience and their knowl-

edge of their city, consisted of William F. Benedict, member of the Board of Education with 100,000 students under his tutelage, a veteran in political campaigns and civic affairs; Registrar Charles M. Collins, in charge of the voting records of the city, and Former Registrar J. Harry Zemansky, who has counted the voters of San Francisco for so many years that he is eminently qualified to advise on the census enumeration.

The committee studied the situation to find out what could be done within the bounds of the federal census regulations. Samples of census blanks were distributed to every person in San Francisco. Police and fire departments, the post office department, and every agency of state, local and city government was brought into the campaign for a full census. Policemen and firemen visited South of Market lodging houses and managers of first-class hotels personally enumerated their guests.

John Shea, president of the hotel association, and Eugene Fritz, president of apartment house owners and managers, lined up their organizations into hard-working battalions which counted themselves before the enumerators arrived and presented a full report upon a moment's notice, so that the census taker was free to go quickly on his way.

The Publicity and Advertising Committee, under John J. Cuddy, distributed millions of pieces of census propoganda throughout the six square miles of San Francisco's boundaries.

Called together by President Newhall of the San Francisco Chamber of Commerce, representatives of the Chambers of the communities around the bay region copied San Francisco's methods to get out a greater San Francisco Bay metropolitan area count.

Mrs. A. J. Cloud, president of the San Francisco Federation of Women's Clubs, called her 10,000 members into action, thereby solving one of the greatest census problems, the education of the housewife to answer fully all census questions.

All this has been done, and the Citizens' Committee is nearing an end of its splendid campaign. Great credit should be given to the newspaper publishers of San Francisco: Robert P. Holliday of the Call-Bulletin, George Cameron of the Chronicle, George Hearst of the Examiner and W. N. Burkhardt of The News. These men, dealing in circulation, immediately saw that vital necessity of getting a full census showing, and donated skilled writers and valuable columns of space to this important civic movement.

But the chief credit for San Francisco's awakening to the situation rests with the San Francisco Chamber of Commerce, as represented by William F. Benedict, experienced campaign manager; Philip J. Fay, veteran Chamber of Commerce leader; Almer M. Newhall, energetic president of the Chamber; Angelo J. Rossi, a San Franciscan with an abiding love for his city, and Senator Tom Maloney, a stevedore with the interest of his city at heart.

# FIRST CLASS ROUND THE WORLD AS LOW AS \$1110

HOME TOWN  
TO HOME TOWN

On the famous President Liners you enjoy all the freedom, all the luxury of a cruise on a private yacht.

Stop over where you please within the two-year limit of your ticket . . . visit Japan, China, the East Indies at your leisure, glimpse the fascinating, far-off corners of the world, and then—continue your travels on another President Liner as you would on another train.

And this acme of travel experience—with comfort, accommodations, service second to none—is yours for as little as \$1110! Spacious cabins with real beds, delicious meals, and an unforgettable trip Round the World in 85 days, or two years, as you like.



Complete information from any steamship or tourist agent.

## DOLLAR STEAMSHIP LINES

Robert Dollar Building, San Francisco. Phone DAVenport 6000.  
406 Thirteenth Street, Oakland. Phone HOlliday 8020



### INFORMATION SAILING S

You may start from New York, Boston, Los Angeles or San Francisco. Every week a palatial President Liner sails from Los Angeles and San Francisco—via the Sunshine Belt—for Honolulu, Japan, China, Manila and thence fortnightly to Malaya—Java nearby—Ceylon, (India overnight by Pullman), Egypt, Italy, France, New York.

Every two weeks a President Liner sails from Boston and New York for Havana, Panama, California, thence Round the World.

All staterooms are amidships, outside, with real beds. De luxe Liners, luxurious public apartments, outdoor swimming pool, world-famed cuisine. First Class only, Round the World, as low as \$1110, Home Town to Home Town; with private bath \$1370.

# INDUSTRIAL Development

Reported by the Industrial Department  
San Francisco Chamber of Commerce



## NEW INDUSTRIES

THE SURFACE COMBUSTION COMPANY, manufacturers of special and rated industrial furnaces and heating equipment, with factory and headquarters in Toledo, Ohio, and THE WEBSTER ENGINEERING COMPANY, a division of the Surface Combustion Company, and manufacturers of fuel heaters with factory and headquarters in Tulsa, Oklahoma, have established branch offices in San Francisco at 447 Sutter Street. Mr. S. T. McAdam, Jr., is district manager in charge of distribution.

THE CRESCENT UPHOLSTERING COMPANY, manufacturers of Chesterfield suites and all kinds of overstuffed furniture, have recently established in San Francisco at 279 13th Street. This new firm, under the management of Mr. Charles Hanger, will serve San Francisco and the surrounding territory within a radius of 200 miles.

THE ELECTRO THERAPY PRODUCTS CORP., Ltd., a branch of Electrical Production Corporation, owners of "Claude Neon Lights," have recently opened a branch factory at 255 Golden Gate Avenue, San Francisco. The Electro Therapy Products Corp., Ltd., specializes in medical lights only, manufacturing the Mercury Quartz lights for physicians and other doctors. Mr. Arthur F. Boles is district manager for northern California.

## NEWS NOTES

THE MARSHALL & STEARNS COMPANY, originators of the wallbed, consolidated with the ROME COMPANY, Inc., nationally known manufacturers of De Luxe bedsprings and other sleeping equipment, on April 1, 1930. With the resources and experience of these two veteran and allied organizations, this consolidation will result in the production of a wallbed of greater merit and value to the building industry. The Marshall & Stearns Company will operate as a division of the Rome Company with the management continuing under the direction of Mr. H. B. Stearns, founder of the company. The San Francisco factory, which becomes the seventh of the Rome Company plants in the United States, will continue manufacturing wallbeds.

A new assembly plant to serve the entire Pacific Coast and pan-Pacific trade is planned for San Francisco by the TOLEDO SCALE COMPANY. San Francisco has been chosen as the focal point for operations of this company throughout the West and for their Oriental export trade.

Feather River  
Canyon

Salt Lake City  
(FREE STOPOVER)

The Royal Gorge



MOUNTAIN  
SCENERY  
*on your way*  
EAST

# WESTERN PACIFIC

NEW SCENES all the way! Western Pacific is the direct route to Salt Lake City with the famous Feather River Canyon on your way and the most renowned scenic spots of Colorado on beyond.

Direct service without change of cars to Chicago, Kansas City and St. Louis. *Scenic Limited* leaves San Francisco (Ferry Building) at 10:00 a.m.; *Pacific Express* at 8:00 p.m.

The  
FEATHER RIVER  
Route



Get booklets, information and reservations at:  
WESTERN PACIFIC TICKET OFFICE  
654 Market Street (across from the Palace)  
Also Ferry Building - San Francisco.  
Phone SUTTER 1651

**AIR PALACES** (continued from page 9)  
visitors grow. Ten thousand first-class passengers sailed from the Pacific Coast for the Orient last year.

It is proposed to operate with mails to Honolulu until a safe and reliable service has been proved and then to attempt to build up a passenger business. The proposed rates will be approximately double that now charged by steamship companies.

Extension of the service to Manila and the addition of further airships will be undertaken as soon as the Hawaiian section of the route is operating on a sound basis.

With three airships on the route California, Hawaii, Manila, Japan, a sailing could be arranged every ten days. Passengers and mails could then reach the

Orient in less than a week instead of three weeks as now required.

From the standpoint of national defense the airship line would be of great value. Rapid communication with Hawaii and the Philippines would be of important value to the Army and Navy. In time of war, the ships, personnel and terminals established by private capital could become automatically a part of the fleet and advance base organization.

Interest in lighter-than-air craft has been fostered in America for several years by the Goodyear Tire & Rubber Company. The experience of the company in aeronautics dates back to 1911, when specialized machinery was installed for spreading rubber on cotton fabric.

One year later the first Goodyear

balloon was manufactured. In 1913 a Goodyear balloon took first place in the James Gordon Bennett cup race out of Paris.

During the World War Goodyear's aeronautical activity expanded greatly. At the peak the Goodyear balloon department included approximately 2000 men and girls. In that period close to 1000 balloons of various types were built. Included in the number were almost 100 motored airships.

Following the close of the war there was in America a general let-down in aircraft interest. The majority of our industries and the public at large appeared to be content to let European countries make what they could of aeronautics.

Unwilling to accept the general belief regarding air travel Goodyear continued her development program in lighter-than-air craft.

A fleet of small ships built and operated by Goodyear has been carrying this division of aeronautics to the public. The little Zeppelin ships have helped familiarize the public with this form of transportation. Of American industries, Goodyear has stood alone in this field. The only other lighter-than-air craft in this country has been ships at Army and Navy stations.

During the summer months the ship may make stops not only at San Francisco and Los Angeles but cruise as far north on the west coast as Seattle.



BUILT  
BY  
BUICK

## 3 Reasons Why You Should Drive Marquette Before Buying Any Car

- 1—A Great Performer.
- 2—Built by Buick.
- 3—\$25,000,000 in Sales.

You can order any motor car in a few minutes. But you drive that car for months and years. Give a few extra minutes to its selection—and reap long months of extra satisfaction—by driving Marquette. \* Three facts recommend that you make this test, whether you desire a car for professional use or for your family. Marquette is known the country over as a *great performer*. It is built by Buick—recognized leader in fine car manufacture and producer of more than 2,400,000 fine cars. It has won over \$25,000,000 in sales during the comparatively short period it has been on the market. \* But these facts, vitally important as they are, are overshadowed by the specific quality facts of the car itself. . . the beauty and luxury of Marquette's smartly tailored Bodies by Fisher . . . the remarkable ability and stamina of the Marquette engine—built to out-perform any other engine of its class . . . and Marquette comfort, roadability and safety. \* Consider the importance of your motor car investment. *Drive Marquette before buying any car, regardless of price.*

*Six body styles, \$990 to \$1060, f. o. b. factory, special equipment extra*

**HOWARD AUTOMOBILE COMPANY**  
SAN FRANCISCO - OAKLAND - PORTLAND - LOS ANGELES  
WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM

**PAN AMERICAN** (continued from page 19)  
ference opens in Sacramento on August 25 and closes August 30. Upon its close, the State Fair will be inaugurated, the first day of which has been officially designated "Pan America Day." Preceding the conference, and to begin in Los Angeles on August 11, the delegates will be taken on a two weeks' tour of the state. Several days of the tour will be spent in seeing San Francisco. The tour is being so arranged as to enable the delegates to see California's industries in action, and to experience the life and spirit of its cities. There will be many opportunities for San Francisco businessmen to see and talk with the delegates, all of whom will be business men engaged in various fields of activity. The conference to be held in California next August is the first genuine Pan American Conference ever called in the West.

It is the first time that business men of the republics to the south of the Rio Grande have ever met in conference west of the Mississippi. It will open a new era in our relations with the citizens of the other nations of the western hemisphere in that this coming conference is an unofficial gathering where facts can be stated and opinions expressed without the restriction of diplomatic or official formality. The point has been made by no less than an eminent educator of Harvard University that this unofficial conference should have been called twenty years ago. Other expressions coming from Latin America as well as the United States lead one to wonder why it should have been left to California to take this step. My personal reaction is only that the time was auspicious.

[continued on page 42]

## Montana Asks for Better Railroad Connections

Emphasizing the necessity for better railroad connections between Montana and California, the Great Falls, Montana, Leader, published an editorial recently concerning the application of the Great Northern Railway to enter San Francisco.

"Northern Montana," says the Leader, "needs better access to a new source of supplies, and it wants a better outlet to California for the flour and other goods it manufactures." The editorial follows:

A sweeping change in the industrial geography of the country, which, since the World War, has brought the Pacific Coast strongly to the forefront, has whetted northern Montana's interest in seeing the Great Northern Railway win in its effort to reach San Francisco. We are a comparatively near neighbor of California.

California is no longer as famous for its gardens, orchards, forests, mines or oil as it is for its industry. The value of its manufactured products (\$2,600,000,000 in 1927) now exceeds the combined value of the products of its farms, forests, mines and fisheries. In the last 15 years, its manufacturing payrolls have increased 84 per cent, the products of manufacturers 114 per cent and the value of manufactured products 360 per cent.

Northern Montana needs better access to this new source of supplies, and it wants a better outlet to California for the flour and other goods it manufactures. In the last few years there has been fast developing an increased commercial intercourse between this state and California in spite of the handicaps of transportation facilities. From the big branch distributing houses of eastern concerns on the coast we are, more and more, getting great quantities of supplies that formerly came from the East.

What we want to see is a direct route via Shelby into San Francisco, which we shall have if the Interstate Commerce Commission grants the petition of the Great Northern and Western Pacific to close a 200-mile gap between the two lines. The Wall Street Journal said recently:

"The interstate commerce commission will have great difficulty in refusing the application. It is not merely a railroad scheme to be carried out for private advantage. All the commercial progress of the Pacific Coast and its territory depend upon improving lines of freight interchange. A few weeks ago the commission ordered the Union Pacific to build expensive mileage solely because the locality affected demands it. How can it refuse to assent when carriers and public unite upon an inherently sounder project?"

*A deep breath of nippy sea air possesses more true invigoration than all the various beverages that you can imbibe.*

## FIVE FAIR ENVOYS OF JAPAN ENTERTAINED

Calling to thank the San Francisco Chamber of Commerce for its assistance at the time Tokyo and Yokohama were destroyed by earthquake and fire in 1923, a party of five Japanese girls representing their government visited President Almer M. Newhall at the Chamber of Commerce last week. Accompanying the young ladies were a party of prominent local Japanese business men headed by Acting Consul T. Kaneko.

The young ladies are in the United States under the sponsorship of "Jiji Shimpo," the prominent Tokyo newspaper, and were carefully chosen for this

mission as being representative of the flower of Japanese womanhood.

The party spent several days in San Francisco calling upon various officials, attending a tea in their honor Friday afternoon at the Women's City Club and sightseeing under the direction of the Chamber of Commerce Hospitality Department.

Thursday they were entertained at a luncheon given at the San Rafael home of Mrs. Almer M. Newhall, wife of the commerce chamber president.

Included in the party are Misses Kimiko Ashino, Sumiko Tokuta, Yoshito Sato, Yoshito Matsudaira; Mrs. Yoshiko Matsudaira, their chaperon and Mr. Hidesaburo Yokoyama, special correspondent for "Jiji Shimpo."



## Fireman's Fund Insurance Company

J. B. LEVISON, *President*

Paid Up Capital	- - -	\$7,500,000
Policy Holders Surplus	- -	\$20,000,000
Unearned Premium Reserve	- - -	\$15,000,000
Total Assets	- - -	\$40,000,000

### Directors

- FRANK B. ANDERSON, *Chairman, Board of Directors, The Bank of California, N. A.*  
 EDWARD T. CAIRNS, *Vice-President, Fireman's Fund Insurance Company*  
 WM. J. DUTTON, *Retired*  
 EDWARD L. EYRE, *President, Edward L. Eyre & Company*  
 MORTIMER FLEISHACKER, *President, Anglo-California Trust Company*  
 A. P. GIANNINI, *Chairman, Advisory Board, Transamerica Corporation*  
 J. B. LEVISON, *President, Fireman's Fund Insurance Company*  
 CHARLES R. PAGE, *Vice-President, Fireman's Fund Insurance Company*  
 HENRY ROSENFELD, *President, John Rosenfeld & Sons*  
 F. W. VAN SICKLEN, *President, Dodge, Sweeney & Company*  
 FRANKLIN A. ZANE, *Vice-President, North American Investment Company*

Head Office  
San Francisco

# FIRE · MARINE AUTOMOBILE



## Talk across the miles!

Constant improvements are being made in inter-city telephone service.

You can get your connection more quickly than ever. At present, 97 percent of such calls are handled while the calling person remains at the telephone. Transmission is clearer. Networks of storm-resisting cables are being installed.

You can get more business into the business day, if you make use of inter-city telephone service.

THE PACIFIC TELEPHONE  
AND TELEGRAPH COMPANY

## Construction *the* Balance Wheel

[ continued from page 21 ]

factor in the current progress toward restored industrial stability. Construction, in the form of new building projects of all types, is likewise reviving.

In San Francisco alone, awards for considerably more than \$30,000,000 worth of new construction were pending at the close of last month. Of the sixty-four projects included in the list, five are United States government jobs and fourteen are undertakings of the city or governmental units.

The early awarding of these contracts will undoubtedly constitute a stimulus to business generally. The lead taken by civic, municipal, state and federal governments may well be followed by private enterprise. For the benefits of construction at present will be felt in every phase of our life.

While the general good is being served by those entering on construction work, it is likewise true that individuals and groups will benefit as they participate in furthering construction enterprises. The conditions governing construction undertakings are good, with credit and money easy to obtain at favorable rates. It can be said with certainty that anyone who plans to do any building at any time within the near future can do so immediately to his benefit.

It is important, however, that whatever is done be done *right*. This is no time for temporary, impermanent work of any kind. The fallacy of building shoddily has been exploded, but here and there we find people who cannot see very far beyond their own noses. For they persist in having work done which, in a few years, will have to be done over if success of any sort is to be achieved. They forget that the original cost of permanent work is only very little more than the original cost of temporary work, but that ultimately the "cheap" job will become a nightmare of high maintenance and low utility.

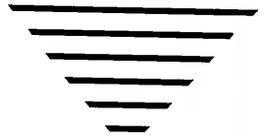
This is particularly true of streets and highways. If the traffic on any road or street justifies modern paving at all, it justifies paving which will deliver the utmost efficiency over the longest possible period. When maintenance costs on any pavement are high, it is an indication that the pavement was built without foresight and without consideration of the high cost of cheapness.

In any consideration of building projects, it must be borne in mind that we of the Pacific Coast have won the unstinted admiration of the entire country for our architectural pioneering. We have established the principle that utility and safety can be combined, naturally, with beauty. We have taken a material hitherto considered to be the exclusive property of engineers—concrete—and have made it into buildings without attempting to disguise it. Rather, we have taken advantage of the qualities in-

herent in concrete to achieve beauty of unusual sincerity and satisfaction.

As a consequence, our schools, clubs, churches, office buildings and homes have become the admiration of architects everywhere, and they are following our lead. Fire safety has become synonymous with modernism in architecture—and coast architects have had much to do with this development.

Hence it is of the utmost importance if our prestige is to be maintained, that construction work undertaken now or in the future be of the highest type. Every project can serve to increase our prestige or to lower it, depending on whether or not it is conceived in terms of appropriateness, beauty, complete usefulness and permanence.



## Business Men

find at Hotel Sir Francis Drake that atmosphere of character and refinement to which they are accustomed. Located close to the financial and business districts, it is a popular place to discuss corporate affairs.

Private rooms may be had for conferences and meetings and the suggestions and services of our Catering Department are available for dinners, banquets and social affairs.

### 600 Outside Rooms

Each With  
Radio  
Servidor  
Softened Water  
Tub and Shower Bath  
Circulating Filtered Ice Water  
Vita-Glass Windows  
(Western Exposure)  
The "Sleepiest" Beds on the  
Pacific Coast

Rates  
from \$3.50

L. W. HUCKINS, Managing Director

HOTEL **Sir Francis Drake**  
HOWELL AT BUTTER  
SAN FRANCISCO

# Our Market Street Problem

[continued from page 17]

Such a question opens up the economic aspect of the problem and makes apparent the uselessness of discussing the modernization of Market Street and the bettering of the downtown transportation service by the construction of two and three miles of subway at some assumed cost per mile.

It is timely to look a bit farther into the future and to consider carefully the ultimate end to be attained before launching a program that without adequate study may not fit into a well considered comprehensive scheme of improvement or which may prove too ambitious in the light of the municipality's financial present and prospective resources.

May it not then be assumed that the time will come when Market Street, one of the finest downtown streets anywhere in the world, will be free of street car tracks; free of trolley and electric light poles; with sidewalks under the buildings, making the marquis as a shelter unnecessary and rendering the ugly projecting sign-boards useless. But most of this lies in the far future. Nevertheless it is to be kept in mind and plans may well be laid now for the final accomplishment.

There will, furthermore, in the course of time be a subway or its equivalent for rapid transit to and from outlying districts. That may be called timely whenever it can be shown that the patronage will justify its construction. This does not mean when assurance can be given that it will at once be on a paying basis. The municipality could well afford to begin operation somewhat in advance of this assurance, accepting the operating loss during a limited period as the city's contribution to the development of its outlying and suburban areas. It is not likely that in the circumstances any type of subway will be constructed in the near future. Equally distant is the time, in all probability, when the property owners can be made to see the advantage of the arcade system and will consent to a placing of sidewalks beyond the street line. This requires education and probably changes in the organic law such that acquisition of easements or rights-of-way for sidewalks on privately owned property can be acquired 20 or 30 years in advance of the time when the same are to be utilized.

It may, as a digression, be suggested that because the useful life of a modern building is in the neighborhood of 40

years, a period of about one-half of this duration or 20 to 30 years would in most cases be ample for the owner to adjust the use of his property to the modifications made necessary by giving up sidewalk space. If it were permissible for the city to offer him today liberal compensation for a right-of-way not to be taken for 30 years on condition that he at once lease back the same on a 6 or 6½ per cent interest basis, a refusal to grant the easement is hardly to be foreseen. The owner in such event would be getting what is equivalent to a long time loan, the principal of which he would not have to repay and he would have 30 years in which to adjust his improvements and his business to the proposed new arrangement. The city, on the other hand, borrowing money at about a 4½ per cent interest rate would be profiting 1½ to 2 per cent a year or practically enough to amortise the cost of the right-of-way by the time that possession is to be taken.

On the assumption that it be found unwise to provide adequate subway facilities at once, what is the alternative? Can not some other substitute for the cars on Market Street be found? This

[continued on page 30]

**6** plain facts that explain why

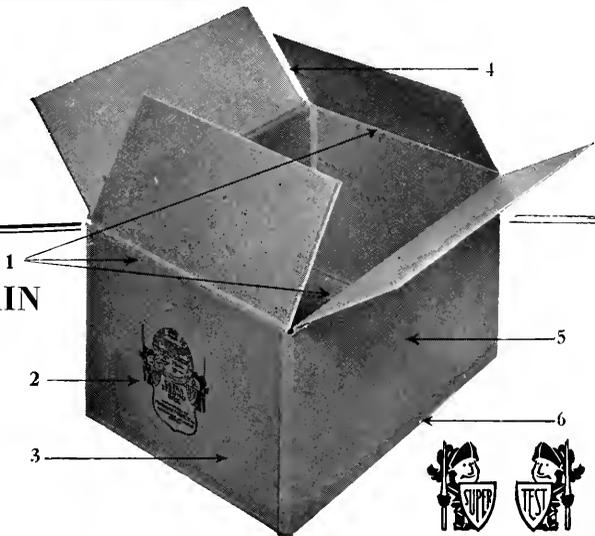
## FIBREBOARD

**SUPERTEST SHIPPING CASES**

*deliver your goods better*

### 5...HORIZONTAL GRAIN

The grain of the Fibreboard Case is horizontal—not vertical. The box thus keeps its shape and does not bulge; and the contents are kept snug. All shifting—which causes chime dents and damage to labels—is eliminated, resulting in less damage to contents.



**MILL AND FACTORIES:**

- |               |              |              |         |
|---------------|--------------|--------------|---------|
| San Francisco | Stockton     | Antioch      | Vernon  |
| Southgate     | Los Angeles  | Port Angeles | Sumner  |
| Port Townsend | Philadelphia | Honolulu     | Kahului |

**SALES OFFICES:**

- |               |         |                |              |
|---------------|---------|----------------|--------------|
| San Francisco | Chicago | Los Angeles    | Portland     |
| Oakland       | Seattle | Salt Lake City | Philadelphia |

## FIBREBOARD PRODUCTS INC.

RUSS BUILDING, SAN FRANCISCO

### 1930 C. M. T. C. OFFERS VACATION FOR YOUTHS

Preparations for the 1930 Citizens' Military Training Camps for the Ninth Corps Area, Headquarters Presidio of San Francisco, Calif., are now well under way.

As in the past there will be two camps conducted. One at Del Monte near the old historic city of Monterey, and one at Fort Winfield Scott, Presidio of San Francisco.

Both of these camps offer many attractive inducements to the young men of San Francisco, who are eligible and care to avail themselves of the opportunities and experience that go with a training of this character.

These camps will be under the able

management of trained army officers who have made a study of this particular work.

The activities at camp are varied and interesting and include among other things athletics, military training and social functions.

To be eligible, the candidate must be a male citizen of the United States, physically qualified and of good moral character. He must have at least average intelligence and have passed his seventeenth year.

Young men desiring admission to either of the Citizens' Military Training Camps, should write a letter to the C. M. T. C. Officer, Presidio of San Francisco, California. In writing give sufficient information so that the officer

receiving it can act upon it to your best advantage.

Transportation will be furnished to and from the camp, under either of the two conditions:

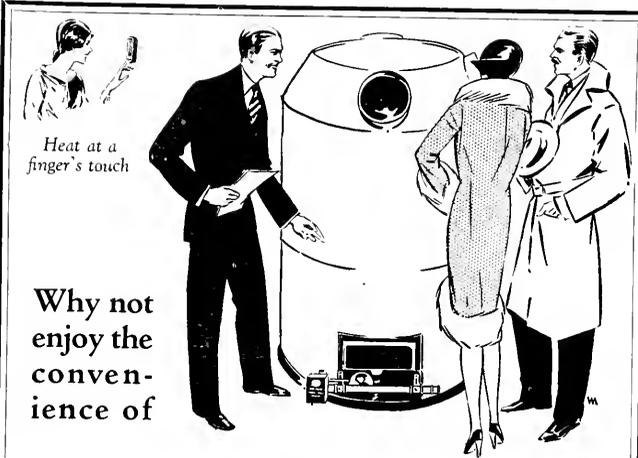
(1) The applicant may pay his own way and be reimbursed after his arrival at camp at the rate of five cents per mile for the shortest usually traveled route between his home and the camp, or

(2) The Government will furnish applicant with a transportation request, a railway ticket, and upon arrival at camp he will be paid one cent per mile for the distance actually traveled to cover the cost of meals en route.

Here is an excellent opportunity for a month's vacation at government expense, including transportation, uniform, shelter, food, medical attention and proper instruction in camp life and athletics.

There is no question as to the advantages to be gained in attending a Citizens' Military Training Camp, as the candidate returns home refreshed, improved and in excellent physical condition.

The quota for San Francisco County is limited, if you desire to attend send in your application at once.



Why not  
enjoy the  
convenience of

*Natural Gas* for heating  
your home?

Was it a troublesome task to heat your home last Winter because of the work and fuss of starting a fire? If so, why not plan now to say "Goodbye forever to the drudgery of obtaining heat?"

People everywhere are turning to the one type of heating which is the most convenient. And really, you should investigate this modern method of heating before you buy any fuel for next Winter.

The most convenient heating equipment burns Natural Gas fuel. It is entirely carefree. A touch of your finger is all that is required on your part to have a steady, even temperature for a few minutes or for all day—just as you wish. There is no soot or dirt, for gas is the cleanest fuel of all.

Furthermore, gas-fired heating equipment gives healthful heat. Many leading physicians are heating their homes with it and are recommending gas-fired heating to other people. They know that Natural Gas is safe and healthful when burned in modern appliances, correctly installed and properly connected to a chimney.

For further details, see your local heating dealer or call at our office.

PACIFIC GAS AND ELECTRIC COMPANY

**P. G. and E.**

Owned - Operated - Managed  
by Californians -

## How to Register Patents In Russia

Details of procedure to be followed by citizens of countries which do not maintain diplomatic relations with the Union of Soviet Socialist Republics in connection with registration of patents and other matters requiring the legalization of documents, are set forth herewith:

"Documents emanating from countries which do not maintain diplomatic relations with the Union of Soviet Socialist Republics, can be legalized only by the People's Commissariat for Foreign Affairs on the basis of special decisions adopted by the latter. Legalization by the People's Commissariat for Foreign Affairs serves instead of consular legalization.

"In cases where the People's Commissariat for Foreign Affairs declines to legalize foreign documents or acts submitted to them for the purpose, the Commissariat has the right to affix to the documents a special notation to the effect that the absence of legalization shall not prevent the proper institutions of the Union of Soviet Socialist Republic, as well as of the various constituent republics, from accepting for consideration the given document when submitted to them. In this event the right to recognize the validity of documents and acts of this kind, on the merits of the case, rests entirely with the institutions accepting them."

Documents to be legalized for presentation to various Soviet institutions should be mailed direct to the People's Commissariat for Foreign Affairs (Narkomindel), Moscow, Union of Soviet Socialist Republics.

The above procedure went into effect following the decision of the Council of People's Commissars of the U. S. S. R., and the Council of Labor and Defense on September 18, 1929.

## President Newhall Phones Argentine

Carrying on the first telephone conversation ever held between San Francisco and Buenos Aires, Argentine, President Almer M. Newhall of the San Francisco Chamber of Commerce and Dr. Tomas Amadeo, president of the Argentine Chamber of Commerce, exchanged greetings last Thursday afternoon over a seven-thousand-mile telephone connection via land wire and wireless telephone.

After the conventional American "Hello" of both speakers, President Newhall said:

"It is highly gratifying to have another important link in the communications that bind together the North and South American Continents. The American peoples have grown in friendly understanding and recognize their growing mutual interests and destiny. San Francisco, located on a great world harbor on the Pacific, sends greetings to its sister city on the great harbor of Buenos Aires and as president of the San Francisco Chamber of Commerce it is a great honor and pleasure to talk directly to you Senor Dr. Amadeo, president of the Buenos Aires Camara de Comercio. We hope to strengthen our relations and extend our trade upon the basis of personal contact. We are working for reciprocal trade relations which will enable you to find a greater market for your products, over a million dollars of which were imported by San Francisco last year.

"The San Francisco Chamber has just established a new movement by the formation of an International Trade and Commercial Relations Section and have placed this important division under the leadership of our vice president, Mr. Robert Newton Lynch. This section will keep in intimate contact with the South American countries and we hope soon to send Mr. Lynch with an important business delegation to convey our good will and establish the closest friendly contacts.

"We in San Francisco have just organized a chapter of the Pan American Society to give our people a greater knowledge of your culture and to provide a warm and hearty welcome for your businessmen while visiting in San Francisco. We are looking forward in happy anticipation to meeting you and as many of our friends from Argentina as possible at the Pan American Reciprocal Trade Conference to be held next September in Sacramento, California. We invite frequent interchanges of ideas and information and now feel that we are, by this new means of communications, bound indissolubly with your great city and country."

Explaining that he did not speak English, President Amadeo replied in Spanish which was translated by Miss Carmen Zaragoza, who listened in on the conversation and made a stenographic report of it.

The translation follows:

"In the name of the Argentine Chamber of Commerce I thank you for the

opportunity of holding this conversation with president of your San Francisco Chamber of Commerce which is the beginning of a new era in the continental commercial relations.

"The opportunity is most highly appreciated and it is a known fact that they are able to appreciate each other more.

"Both Chambers of Commerce will jointly work to study the difficulties which hinder our free commercial intercourse and will try to solve the problems.

"My greetings to you, president of the San Francisco Chamber of Commerce, and through you to the members of the San Francisco Chamber of Commerce and to the people of San Francisco."

During Mr. Newhall's portion of the conversation his statement was translated by U. S. Commercial Attache Alexander V. Dye of Buenos Aires, Argentine, who made the necessary arrangements in the South American city.

"In introducing President Amadeo, Dye said, "Please accept my personal greetings and extend the greetings of the Americans in Argentine to the people of San Francisco."

Commenting upon the short long distance conversation President Newhall remarked, "The conversation was as clear as a bell, in fact it was just as distinct as though I were phoning across the bay."

Confirming Mr. Newhall's conversa-

[continued on page 42]

## AVAILABLE information concerning the status of particular securities and commodities willingly furnished upon request.

In addition to specific information of this kind, we shall be glad to mail regularly, on request, our **Fortnightly Review and Daily Market Letter** containing discussions of current investment topics.

## E. A. PIERCE & CO.

### MEMBERS

New York Stock Exchange  
San Francisco Stock Exchange  
San Francisco Curb Exchange  
and other important exchanges  
in the United States and Canada.

301 Montgomery Street  
D'AVENPORT 8200  
SAN FRANCISCO

### Pacific Coast Offices

SAN FRANCISCO	OAKLAND	LOS ANGELES
PASADENA	SEATTLE	PORTLAND
TACOMA	VANCOUVER	

Home Office: 11 Wall Street, New York

## Our Market Street Problem

[continued from page 27]

appears possible, and the following project is suggested for study being applicable to the local conditions, and being intended to serve indefinitely, that is to say, until such time as the city finds itself in position to supersede it with something better.

The fact that the franchise of the Market Street Railway Company on Market Street expires in the near future, is a favorable circumstance. It becomes possible in view of this fact, to order an early abandonment of the street-car ser-

vice on Market Street, to be followed by a removal of tracks and substitution of bus service for the car service.

The buses should be owned and operated by the city, because of the commitment already made by the city to own and operate street-car lines. The car lines which now enter Market Street should be given terminals where they reach Market Street. Passengers on east bound (downtown) car trips should receive the equivalent of two transfer privileges, preferably in the form of tokens to be given out only on approach to terminals which would entitle them to a bus ride from and to a car-line terminal point, or between points along Market Street. These tokens should be

purchased from the city at an agreed price by the private company, thus avoiding the necessity of redemption.

On the outgoing (west bound) trip the street cars at their Market Street terminals should make the usual stand and charge of five cents.

For short trips on a bus the fare should be 2½ cents, passengers being required to deposit tokens with which they should keep themselves well supplied.

The cars for the Market Street service should be large, approximating street car capacity; should have plenty of standing room, because trips of short duration only are in contemplation; should have doors on the right side only exit doors at each end and an entrance door, controlled by the conductor, at the center; and should have seats on the roof to be reached by means of a rear inside stairway. The busses should be of the low type to make convenient connection with the sidewalk at the curb.

Bus stops should be suitably spaced so as to secure maximum speed without inconvenience to the passenger.

Under this bus service the appearance of Market Street would be greatly improved; its efficiency would be heightened both by the reduction of the number of passenger conveyors on the street and by the freedom of their movement; the menace to pedestrians and to those who now aggregate near the center of the street when they wish to board cars would be removed; and the objectionable noise made by the street car would be eliminated. These are certainly advantages to be weighed seriously against the inconvenience of a transfer which this project would introduce at Market Street.

The private company would be relieved of giving service on Market Street; it would be relieved of the cost of keeping the area between tracks paved; it, as also the municipality, would get more car miles and would need fewer cars, than at present, on its outlying lines; its loss of the Market Street franchise would, under this arrangement, bring a minimum of inconvenience to the operation of its system under those of its franchises which still remain in force.

The municipality would, under this arrangement, furnish transportation at moderate rates for short trips along Market Street. It would receive compensation from the private company for carrying its passengers along Market Street. It could adjust the number of buses in service to the traffic demand and it too would be relieved of the upkeep cost of tracks on Market Street.

### SAMPLE FAIR

According to advices received from the Consul of Yugoslavia by the Foreign Trade Department there will be a sample fair at Ljubljana from May 29 to June 9, 1930. There will be sections for machinery, radio, motor cars, textiles, leather goods, paper, chemicals, food-stuffs, etc. Additional information is on file with the Foreign Trade Department.

## 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."

*The following firms merit your patronage:*

#### BAILEY AND MACKENZIE

235 California Street  
DA venport 7539

#### BROTHERTON, THOMAS & CO.

485 California Street  
DA venport 3939

#### BULLOCK, KELLOGG & MITCHELL

1018 Russ Building  
KE arny 0465

#### CERF & COOPER

519 California Street  
DA venport 1131

#### WALTER H. CRAMER

268 Market Street  
SU tter 2588

#### DAWSON & RILEY

Hearst Building  
SU tter 5175

#### HASKINS & SELLS

Crocker Building  
DO uglas 3480

#### HICKLIN AND REDMOND

941 Russ Building  
SU tter 2085

#### LESTER HERRICK & HERRICK

Merchants Exchange Building  
KE arny 0844

#### HOOD & STRONG

425 Standard Oil Building  
SU tter 0793

#### HOWARD KROEHL & CO.

1010 Balboa Building  
SU tter 3296

#### H. S. PATTERSON

Mills Building  
KE arny 2395

#### CHAS. H. PETERSEN & CO.

Claus Spreckels Building  
703 Market Street  
SU tter 3848

#### SAMUEL F. RACINE & CO.

H. F. Baker, C. P. A., Mgr.  
525 Market Street  
GA rfield 5228

#### ROBINSON, NOWELL & CO.

Crocker Building  
DO uglas 1868

#### RUCKSTELL & LAND

703 Market Street  
Claus Spreckels Building  
KE arny 6010

#### SKINNER & HAMMOND

Hunter-Duflin Building  
DO uglas 6897

# Repealing the Law of Supply and Demand

[continued from page 11]

tion—planting different varieties side by side. So he planted first a row of Bosc, then a row of Commice, then a row of Anjou, and finally a row of Nellis. In this order he planted row after row until his entire fifteen acres were filled. Four varieties. In three years his orchard began to bear, but the rows ripened at different times. Before his trees reached full-bearing maturity he was confronted with three pickings of each variety, and he didn't have enough fruit of any one variety to pay for the cost of picking, to say nothing of crating and cartage. So he left them to rot on the trees. He wasted fifteen good acres for at least six years before there were sufficient pears to bear the cost of handling. Deduct this loss from the gain of ensuing years and figure if you can, how long it will be before that orchard really pays. Two good varieties would have paid, for the theory of cross-pollination is sound, and he would have reduced picking and cartage costs by at least two-thirds.

And now just a word or two about the associations. The association idea is good in theory just so long as there is not an oversupply. When there is an oversupply they are as helpless as the individual and a great deal more cumbersome. There have been instances of association operation of conditioning plants for farm produce which have lowered the sale of their by-products the moment they started to operate and disturbed the whole general market. No association dealing in a world commodity can get revenue from any other source than its sales and the world supply of that commodity determines the price—

not the association. Any organization, no matter how great its backing, will break itself trying to operate too many phases of an enterprise. If the farmer will raise good crops cheaply enough, cut his overhead and produce a better article he will succeed. True, he will make haste slowly, but his course will be safe and his results certain. He has enough to do for years to come to revamp his own personal picture. Let his association work to improve his condition by cutting his costs, improving his crop quality and allowing his produce to flow in an orderly fashion through the regular channels of trade. A surplus is a very bad thing to advertise. It is impossible to sell at a profit.

The general feeling in Washington, outside of the farm board itself, is that government support of commodity prices will fail. That feeling extends beyond Washington.

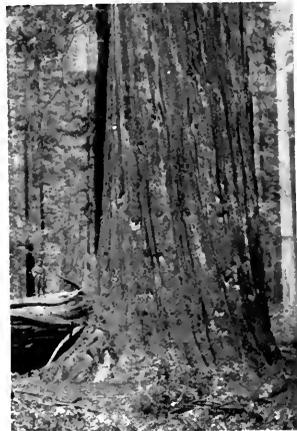
## Business Is Good

[continued from page 18]

but it is significant of our sound condition that we should have been among the first to recover and to achieve the leadership in new development.

Industrial authorities are unanimous in the prediction that the second half of 1930 will establish an era of great prosperity, and they are preparing for it now.

The degree of a community's prosperity is influenced very definitely by its viewpoint. The sooner we can convince ourselves that times are not as bad as someone else says they are, and that the optimist, for once in his life, may be right, the sooner we will arrive at the second half of 1930—and maybe it will skip a month or so and meet us a little more than half way.



See the Living Wonders of the World on the

# REDWOOD EMPIRE TOUR

On the way to the Pacific Northwest and the East, you can now enjoy a new and thrilling travel experience, the REDWOOD EMPIRE TOUR.

You go by Northwestern Pacific train to Eureka, and thence by comfortable *de luxe* motor coach to Grants Pass, where connection is made with the Southern Pacific "Shasta Route" to Portland.

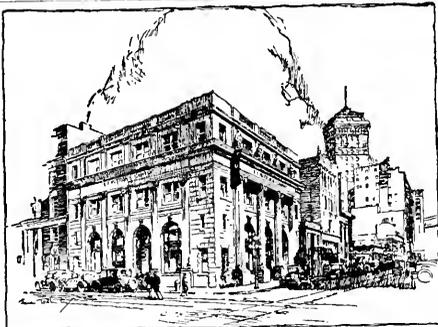
The motor coach (*glass-topped*) passes for scores of miles through dense forests of giant Redwoods, greatest of all living things. Thousands of these trees tower more than 350 feet high!

HOLDERS of tickets over Southern Pacific "Shasta Route" between San Francisco and Portland — either northbound or southbound — may make this Redwood Empire Tour for only \$10.40 additional fare.

Ask for new illustrated booklet, "REDWOOD EMPIRE TOUR"

## NORTHWESTERN PACIFIC REDWOOD EMPIRE ROUTE

TICKET OFFICES:  
FERRY BUILDING AND 65 GEARY STREET



HUTTON BUILDING, SAN FRANCISCO

## E. F. HUTTON & CO.

Members New York Stock Exchange and other principal exchanges

PRIVATE WIRES COAST TO COAST

NEW YORK                      SAN FRANCISCO                      LOS ANGELES  
61 Broadway and Plaza Hotel    Montgomery and Bush Sts.    643 So. Spring St. and  
545 So. Olive St.

Other Offices at

Oakland    San Jose    Del Monte    Hollywood    Pasadena    San Diego    Santa Barbara

## STANFORD ANSWERS CALL FOR TRAINED MEN

Employers have an opportunity to recruit products of the Stanford Graduate School of Business only once a year. In June, twenty-two young men and two women expect to complete their work and will be available for employment. If past experience is an indication of the probable distribution of these individuals, four or five will find their places in business firms in and around San Francisco.

These people were carefully selected for admission to the School at Stanford on the basis of their college records and general aptitude. Although very intensive and concentrated, the course of study requires two years for completion. It is designed to produce prospective executive material trained in the broad principles of good business management rather than specialists in this or that phase of business. As part of the requirements for degree of M. B. A. students are employed during the summer between their two years in the school in gaining practical business experience.

Many have had such experience be-

fore entering the Stanford School. All have the practical contact that weekly association with executives of representative business concerns affords. Many of San Francisco's leading business men helped in the founding of the school. Many of our corporations have helped to finance its operations. Many of the city's most able executives have discussed their business problems with visiting classes.

The need for trained men in business is, of course, everywhere recognized. No other university in the West confines its training to students already graduated from college. After two more years, the products coming to business from Stanford are mature, open-minded, and with an eagerness to be given a task to try their mettle. The student body of the school is purposely limited, the belief being that business education cannot be effective on a mass basis.

The number of graduates in the future is likely to remain small. That in the past, San Francisco has retained only a few of these men seems unfortunate. Here we have promising material in the making close at hand. Let us keep these men in the West where they be-

long and where they are needed.

Interested executives may receive more detailed information by communicating with V. D. Wickizer at the Stanford Graduate School of Business or by asking him to call. He has indicated his desire to tell our members more about the work of the school and its graduates. Even though no men may be available this year for either permanent or summer employment, with your firm, it would be well to make your interests known so that in the future you may have an opportunity of trying out some of this material.

### WASHINGTON EVENTS

[continued from page 16]

The Cable amendment gives to Congress, the right to name a President of the United States, should both the president-elect and vice-president-elect fail to qualify.

\* \* \*

**TACOMA**, Washington, apparently gave the world an idea when it sought and obtained the aircraft carrier Lexington for use as a power booster during the water shortage of last winter.

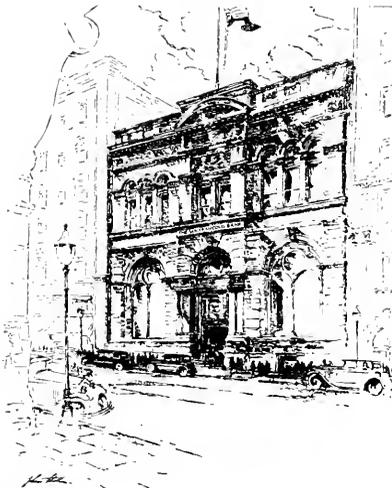
The Shipping Board has just announced the sale of an old steel cargo vessel called the "Jacona" for \$25,000, which is to be fitted up as a steam power plant by the New England Public Service Company, of Augusta, Maine.

The ship will be used to generate power for the coastal regions of Maine and New Hampshire where newly established industries are unable to obtain sufficient power from the existing land facilities.

The company has agreed to spend more than one million dollars on fitting the "Jacona" up as a power plant and it will be the first of its kind ever established. The plant will consist of two 10,000 kilowatt steam turbo generators of the oil burning type and four high pressure water tube boilers.

In announcing the sale of the "Jacona" the board referred to Tacoma's experience with the "Lexington."

Before the "Jacona's" promotion to a place in the class of the "Lexington," she was doomed for scrapping. She has been laid up for eight years, and probably could have found a market under no other conditions, except scrapping. The "Jacona" is of 7668 dead-weight tons and is approximately 425 feet long. The price obtained for her was \$8000 more than would have been obtained if the vessel had been scrapped.



## THE SAN FRANCISCO BANK

INCORPORATED FEBRUARY 10TH, 1868

One of the Oldest Banks in California, the Assets of which have never been increased by mergers or consolidations with other banks.

**Assets over \$125,000,000.00      Deposits over \$120,000,000.00**  
**Capital, Reserve and Contingent Funds, \$5,450,000.00**

The following accounts stand on the Books at \$1.00 each, viz.:  
Bank Buildings and Lots - (Value over \$1,925,000.00)  
Other Real Estate - - - (Value over \$308,000.00)  
Pension Fund - - - - (Value over \$670,000.00)

Interest paid on Deposits at  $4\frac{1}{4}$  per cent per annum  
Computed Monthly and Compounded Quarterly

## American Toll Bridge Co.

Builders, owners and operators of  
**CARQUINEZ and ANTIOCH  
BRIDGES**—Greatest Highway  
Spans in the West

OSCAR H. KLATT, President

Executive Offices:

**525 MARKET STREET**

Phone DO uglas 8745      San Francisco

APRIL 9, 1930

## Chamber Planning Trade Tour to San Joaquin Valley

To build better trade relations for San Francisco, more than one hundred prominent business men are expected to participate in the San Francisco Chamber of Commerce Trade Excursion into the San Joaquin Valley leaving May 4 and returning on the evening of May 8. The special train of the market building party will visit thirty-two valley cities, making overnight stops at Bakersfield, Fresno and Stockton.

"The primary purpose and slogan of this excursion is to impress upon the minds of the business men in the communities to be visited the fact that 'San Francisco is the Market Center of the Pacific Coast,'" Chairman Eloesser of the Domestic Trade Committee, states. "Although we expect to increase the business of San Francisco as the result of the trip, it will not be an order taking expedition since no merchandise will be sold en route."

According to present plans, group meetings will be with the business people of the cities where overnight stops will be made. Prominent speakers will tell of the San Francisco Chamber's activities planned to directly effect the welfare and progress of the San Joaquin Valley. Other speakers will discuss modern trends in merchandising, the San Francisco market, and its relation to the interests of the merchants involved. Leaders of the communities to be visited will outline their projects in which the San Francisco commerce body may be helpful.

Similar talks will be made in the other communities to be called upon, augmented by personal calls upon retailers. Individual excursionists and committees plan to become better acquainted with

the merchants in each community, their places of business, and to learn of their business and community problems which San Francisco may assist in solving.

### REVENUE FREIGHT LOADING

Loading of revenue freight the week ended March 15 totaled 881,187 cars, according to the car service division of the American Railway Association. This was an increase of 7639 cars over the preceding week, but a reduction of 77,414 cars below the same week in 1929. It also was a reduction of 61,385 cars under the same week in 1928.

### Passengers Saved Ferry Confusion

Train passengers arriving at the Ferry Building in San Francisco are finding the distribution of hand baggage expedited as the result of a new system made possible by the cooperation of the Southern Pacific Company, Yellow Cab Company and the State Board of Harbor Commissioners with the Transportation Department of the Chamber of Commerce.

Beginning April 3, baggage is being distributed on the north side of the passageway in the Ferry Building instead of the south side as heretofore, eliminating unnecessary confusion and delay. The present system was initiated at the request of the Transportation Department of the Chamber.

For the fiscal year June 30, 1929, the customs receipts for the port of San Francisco totaled \$13,120,583. This was a gain of \$620,489 over this previous year.



for work or play  
start the day  
The Carnation way.

**Carnation**  
*Wheat*  
AN ALBERS BROS. CEREAL

## The Orient, Malaya, East Indies Australia, South Seas

### ...all on this MALOLO Cruise

**S**TRANGE ports you never expected to be able to visit! Singapore and Shanghai, Bangkok and Batavia, and 15 other cities—where romance and adventure walk the streets!

On a fast, beautiful liner, with travel experts in charge, you can tour these fascinating places this year.

The great Matson liner Malolo is making a second Around Pacific Cruise that will take you to 19 different ports and 12 countries of the Far East and the islands "down under" the equator. Two great travel organizations—the Matson Line and American Express Co.—jointly direct this tour. Many shore excursions will be made as your luxurious cruise ship, the 23,000-ton Malolo, circles the glamorous Pacific.



Exquisite, glowing—Siamese court dancers

You sail September 20, escaping from early winter here. You return December 10, your bags bulging with rare Christmas gifts picked up in native bazaars.

There's only one Around Pacific Cruise and membership is limited. Ask today for folder.

## Rent a Car

Drive it  
yourself

1930 BUICK, PONTIAC  
CHEVROLET

The Lowest Rates

Stations: San Diego to Seattle

**HERTZ**  
DRIV-UR-SELF  
STATIONS

The World's Largest  
Automobile Rental Company

Telephone  
FRospect 1000

## MATSON LINE

AMERICAN EXPRESS CO.

in cooperation

MATSON LINE OFFICES:

NEW YORK, 535 Fifth Avenue  
CHICAGO, 110 So. Dearborn Street  
SAN FRANCISCO, 215 Market Street

LOS ANGELES, 723 W. 7th Street  
PORTLAND, 271 Pine Street  
SEATTLE, 1316 Fourth Avenue

# KGU on the Air for Honolulu

**R**ADIO Station KGU, owned by The Advertiser Publishing Co., Ltd., in Honolulu, celebrated the opening of its new station in The Advertiser Building, February 11. Honorable Raymond C. Brown, secretary of Hawaii, Lorrin A. Thurston, publisher of The Advertiser, John Mason Young, president of the Honolulu Chamber of Commerce, Charles R. Frazier,

president of the Honolulu Rotary Club, Earle C. Anthony, owner of KFI and KECA, and "Jim" Dole of the Hawaiian Pineapple Company, participated in the formal dedication of KGU's new station.

With the opening of the new Advertiser Building, the half-million-dollar home of The Advertiser Publishing Co., Ltd., KGU opened its new station with its power increased from 500 to 1000 watts. Two steel radio towers, a 1000-watt radio transmitter, crystal controlled and two 5000-watt generators are a part of the new equipment.

Practically the entire third floor of The Advertiser Building is occupied by KGU. There are two large studios, a big public gallery and the staff offices. The public gallery has a seating capacity of about two hundred where visitors can see and hear the broadcasting without interfering with the artists.

The opening program of the new station of KGU February 11 was one of the finest ever broadcast in Hawaii. The Hawaii Tourist Bureau, San Francisco Chamber of Commerce broadcast programs and the famous Royal Hawaiian Band, and Johnny Noble's popular Royal Hawaiian Hotel orchestra were features of the evening's broadcast.

KGU broadcasts on a wave length of 940 kilocycles—319 meters. Programs are broadcast starting at 6:15 a.m. and continuing throughout the day until 10:30 p.m., averaging 11 hours daily on the air.

# The Growing Power of Aviation

[continued from page 15]

Mr. Tynan has supervised the inauguration of the present services, he has made a close study of the trend of traffic, and he has conferred with business leaders of Sacramento, Sausalito, Stockton, Richmond, San Rafael, and Alameda, looking toward extension of air ferry service to these cities as soon as additional equipment is secured.

"San Francisco Bay offers opportunities found perhaps nowhere else in the world for the natural development of air transportation," Mr. Tynan said. "All around the bay are numerous communities of considerable size and wealth, closely united in business and social interests.

"One essential thing, however, has been lacking, and that is rapid transportation. It is a strange analogy that while the traveling time between San Francisco and Los Angeles, 400 miles apart, shrank to three hours by air two years ago, Vallejo, which is only 22 miles from the Ferry Building, until now has remained nearly two hours' distant.

"This situation was due, of course, to the fact that short haul air transportation had not before been made practical. To reach the respective airports of San Francisco and Vallejo in order to fly between the two cities in a land plane would take nearly as long as any other means of transportation and would be prohibitively expensive and impractical.

"We believe that the air ferry has solved this problem by using the waters of the San Francisco Bay as a natural landing field. We have made the service quickly accessible by bringing the terminals to the very centers of the cities. The results to date have demonstrated our theory and have exceeded our early expectations by more than one hundred per cent."

Mr. Tynan has prepared an interesting traffic survey of the operation of this newcomer among San Francisco's regular transportation lines.

The air ferries made a definite contribution to the aviation industry by carrying in their first two months approximately ten thousand people who had never been in the air before. That many of these people thereafter became steady customers of air travel is shown by the fact that after 60 days, approximately 40 per cent of the present passengers have made one or more previous trips in the air ferries.

About 30 per cent of the travelers are women, compared to a national average of 28 per cent on all air lines, as announced by the Department of Commerce. And about 70 per cent of the traffic is bound on business or social errands. This data was obtained by submitting questionnaires to passengers on several average traffic days.

*The FINK*  
**SCHINDLER & CO.**  
 228 13th Street  
 Phone Market 0474  
 CABINET WORK  
 COMPLETE INSTALLATIONS  
 STORE BANK & OFFICE  
 FIXTURES  
 HARDWOOD INTERIORS  
 SINCE '82

# Westward Ho!



By ox team, on horse, and in full-rigged ships around the Horn came the settlers of '49.

Today a new generation is swelling the westward tide. Here they find economic stability . . . a stability that is reinforced by statewide banking. Here they find the Bank of America. And in this institution—which has grown since 1860—they find an especial welcome for newcomers.

# BANK of AMERICA OF CALIFORNIA

IN SAN FRANCISCO

NORTHERN CALIFORNIA HEADQUARTERS, 631 MARKET ST.  
 Humboldt Office, 783 Market St.      Donohoe-Kelly Office, 68 Sutter St.  
 French-American Office, 108 Sutter St.      Hayes Valley Office, 498 Hayes St.  
 Fugazi Office, 2 Columbus Ave.      Bayview Office, 3rd and Palau.  
 Bush-Montgomery Office, Mills Bldg.      Oriental Office, 939 Grant Ave.  
 North Beach Office, 1500 Stockton St.

Head Office: Los Angeles  
 BRANCHES THROUGHOUT CALIFORNIA

"Legitimate" users of air ferry service made their appearance almost immediately after its inauguration, according to Mr. Tynan. One newspaper rushes its late editions to transbay circulation fields by air ferry in time to compete with local papers. Officials of firms with offices or plants on opposite sides of the bay became regular air commuters and began to send messengers and secretaries across the bay by air with valuable saving of time.

A San Francisco pharmaceutical company which supplies serums and antitoxins to transbay hospitals now despatches all its messengers by air ferry because even a few minutes saving of time on orders for these things sometimes are the means of saving human life. Physicians on hurry calls make frequent use of this service, and lawyers find it possible to make court appearances on two sides of the bay on the same morning or afternoon.

Captains of vessels ready to sail from the Oakland Estuary use the air ferries to get their clearance papers from the San Francisco Customs House and get their vessels to sea an hour or two earlier than if they traveled by ferryboat. Ocean liner and rail passengers who miss their regular connecting ferries are also daily travelers on the air line.

The directorate of the company is headed by Mr. Tynan as president, and includes Marshal Hale, Harry S. Scott, Harrison S. Robinson, Courtney L. Moore, James Rolph III, Ted Huggins, and Vern Gorst.

Reminiscent of the days when the waterfront docks were open, and families spent their Sundays on the piers, inspecting the tall, square-riggers and black whalers from all ports of the world, are scenes being enacted every day now at Pier 5.

Along the pier the old stern-wheel river boats still tie up, while at the end of the dock a modern fleet of air ferries land and take-off with regularity. Hundreds of aviation enthusiasts join hundreds of curious in watching the operation of the four ships of the Air Ferries Fleet, named after the universities of Stanford, California, St. Mary's, and Santa Clara.

The amphibians land on water, let down their wheels, which are folded in flight, and, like ducks, climb aboard the landing ramp on their own power.

After debarking and taking on passengers, they slide into the water again, fold up their wheels, and in 18 or 20 seconds are in the air speeding toward their destinations at the rate of 105 miles an hour.

The San Francisco Terminal, which is the only one of its kind in the world, was made possible by the assistance of the Board of State Harbor Commissioners, who saw the need for a centrally located airplane base at San Francisco.

If the rapid pace set in recent months is kept up, leaders of the industry are predicting that 1930 will be San Francisco's greatest aviation year. There are many jobs to be done, of course, yet the completion of a considerable number seems assured for San Francisco in 1930.

## Important Features of the Tariff Bill

The Foreign Trade Department wishes to call the membership's attention to the Tariff Bill. This Bill is now in joint conference between the Senate and the House of Representatives. It will probably be May 15 or June 1 before the Tariff Bill becomes effective as law, within twenty-four hours after signature by the President.

Two important features of the Tariff Bill, from the importer's standpoint, are:

- 1) Goods in transit at time Bill is signed by the President must pay the duty provided for in the new Act.
- 2) Goods in bonded warehouses must pay the duty provided by the new Act, if cleared after the Act is signed by the President.

It would perhaps be desirable for firms having dutiable merchandise in bonded warehouses to have this merchandise cleared before the first of May.

Copies of the pending Tariff Bill are available at the office of the Foreign Trade Department.

## DINE and DANCE

### As You Sail

...on LASSCO's super-express liners

### "HARVARD" and "YALE"

4 Sailings Weekly between  
SAN FRANCISCO, LOS ANGELES  
and SAN DIEGO

Low one-way and round trip  
fares include meals and berth

LOS ANGELES-HAWAII

Giant liners over the delightful southern route

# LASSCO

LOS ANGELES STEAMSHIP CO

685 Market Street

Tel. DAvenport 4210

## Ask Your Broker

**EDWARD BROWN & SONS**  
PACIFIC COAST INSURANCE GENERAL AGENTS



*The West's Oldest and Largest  
Insurance General Agency*

## FIELD-ERNST ENVELOPE CO.

*Manufacturers of Printed Business Envelopes*

45 Fremont Street

SAN FRANCISCO

Phone DAvenport 1720

## FOREIGN TRADE TIPS

### 20016—Dyeing Patent.

San Francisco, Calif. Belgian concern holding U. S. patents on a process for dyeing leather, hides, gloves, etc., desires to sell the rights. Further information available in San Francisco.

### 20017—Agency.

Brussels, Belgium. Manufacturer of all kinds of velvet for upholstery, floor coverings, table covers, etc., is seeking a local agent to work on a commission basis.

# RUSSELL, MILLER & CO.

Members

New York Stock Exchange  
New York Curb Exchange



1800 RUSS BUILDING  
San Francisco

Telephone  
DO uglas 7270

—○—  
Main Office  
50 BROADWAY  
New York

—○—  
PRIVATE WIRES

### 20018—Representation.

New York City. Frenchman, who is to arrive in New York the latter part of this month, wishes to obtain the agency in France for a number of local manufacturers. References on file.

### 20019—Jewelry Agent.

San Francisco, Calif. French manufacturer of imitation jewelry is seeking an agent for California.

### 20020—Dry Goods.

Hamburg, Germany. Concern manufacturing all kinds of hosiery, gloves, cotton blankets, and cotton flannels, wishes to obtain an agent or make a connection with a local firm.

### 20021—Culverts.

Casablanca, Morocco. Party handling agricultural machinery is inquiring for catalogues and prices of culverts.

### 20022—Oriental Goods.

Shenandoah, Iowa. Company is in the market for a number of items in imported Japanese dry goods and similar lines of Oriental goods.

### 20023—Rattan Cane and Reeds.

Hong Kong, China. Manufacturer of rattan cane and reeds, etc., is interested in making connections locally.

### 20024—Dry Goods and Novelties.

Kobe, Japan. Exporter of all kinds of Japanese novelties and dry goods is desirous of contacting local importers of these lines.

### 20025—Soap.

Kobe, Japan. Import-export concern which is sole agent for a certain kind of soap, comparable to Smap, used for washing oily things, wants to communicate with interested importers.

### 10026—Novelties.

Nara, Japan. Foreign trade house is interested in both exporting and importing novelties.

### 20027—Colored Cotton Flannel.

Osaka, Japan. Manufacturer of colored cotton flannel is desirous of finding a local market for this commodity. Prices and samples on file.

### 20028—Old Stocking Rags.

Kobe, Japan. Firm wishes to import rags made from old stockings. Local bank reference.

### 20029—Mohair and Small Hardware.

Hilo, P. I. General broker wants to buy green, granite and black mohair by pieces, sample on file. Also wishes to buy second-hand mohair from upholsterers. He is desirous of communicating with manufacturers of bolts, steel plates, carbon steel bars, screws, angles, rivets, nails, hose, etc.

### 20030—Hats.

Manila, P. I. Manufacturer of native hats is interested in establishing contacts with importers of these goods.

### 20031—Food Delicacies.

Habana, Cuba. Concern is anxious to get in touch with importers of foodstuff delicacies who could introduce their products locally. They handle guava, cheese, jelly, marmalade, etc.

### 20032—Dry Goods Representation.

San Francisco, Calif. Party who is leaving in June or July for Mexico City wishes to represent local houses there. Is particularly interested in dry goods lines, as he has had experience in these lines. However, he would be willing to stay here one year and train at his own expense for any particular line. Is a native of Mexico and can offer local references.

### 20033—Pumps for All Services.

San Francisco, Calif. Factory branch of a national manufacturer of pumps is interested in making connections for sales within countries contiguous to the Pacific.

Handles a full line of low and high head small to largest capacities pumps, conventional centrifugal design and self-priming for food, chemical, and mining applications made in all metals, including stainless steel.

### 20034—Food Products Representation.

San Francisco, Calif. Party who is returning to Warsaw, Poland, wishes to represent firms handling California products.

### 20035—Representation.

San Francisco, Calif. Party wishes to communicate with firms that are interested in obtaining representation in the United Kingdom for California products. Available for interview.

### 20036—Representation of California Products.

San Francisco, Calif. A business firm of high repute located in Bremen, Germany, is desirous of representing California products in Germany. Local reference.

### SPECIFICATIONS AVAILABLE

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

Bids are to be submitted to the Panama Railroad Company, Purchasing Department, 21 State Street, New York City, and will be opened April 16, for supplying commissary food stuffs.

Bids are to be submitted to the Quartermaster Supply Office, San Francisco General Depot, Fort Mason, San Francisco; for supplying subsistence commissaries for shipment to Honolulu, bids to be opened April 21; for supplying subsistence goods to Fort Mason during the month of May, 1930, bids will be opened April 15; for furnishing at the earliest practicable date miscellaneous hardware and men's white collars, bids will be opened April 12; for supplying two sets of life boat blocks, bids to be opened April 12.

Bids are to be submitted to the U. S. Engineers' Office, California Fruit Bldg., Sacramento, and will be opened April 15, for supplying to Rio Vista, sheaves and kitchen utensils.

## COMPLETE BROKERAGE SERVICE

DIRECT PRIVATE WIRES

# McDONNELL & COMPANY

Members:

San Francisco Stock Exchange  
New York Stock Exchange

SAN FRANCISCO

633 MARKET ST., Phone SUTTER 7676  
Branch: FINANCIAL CENTER BLDG.

OAKLAND

436 17TH ST., Phone GLENCORT 8161  
NEW YORK OFFICE: 120 BROADWAY

## Transcontinental Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

### ADDITIONAL DOCKET PUBLISHED MARCH 29, 1930

**10944 — Rice, CL, westbound—transit:** Request for amendment of Item 4770 of Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1224 of Frank Van Ummersen, W. S. Curlett, R. T. Jones and H. G. Toll, agents, respectively), to permit privilege of stopping-in-transit to complete loading.

APRIL 5, 1930

**10945 — Iron or steel stair treads in mixed carloads with iron or steel floor gratings, westbound:** Request for inclusion of iron or steel stair treads, mixed carloads, in Item 3730 of Tariff 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**10946 — Fresh or green vegetables, including green fresh onions with tops, CL, westbound—minimum weight:** Request for amendment of Note 6 of Item 3510, Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), by changing "onions" to read "onions, except green fresh onions with tops."

**10947 — Grain doors, CL, eastbound:** Request for inclusion of grain doors in the list of articles taking commodity Group "D" or "Lumber" rates in Tariffs 18-K (I.C.C. No. 1222, H. G. Toll, agent), 27-M (I.C.C. No. 1232, H. G. Toll, agent) and 28-J (I.C.C. No. 1235, H. G. Toll, agent).

**10948 — PUNCH boards or chance boards, paper or cardboard, I.C.L., eastbound:** Request for less carload rate of \$2.68 per 100 lbs. on punch boards or chance boards, paper or cardboard, from California to Group "D" under Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent).

**10949 — Churns, Clothes pins, tooth picks, hoops, crepe paper and allied paper, pneumatic rubber tires and parts, freight or passenger automobile bodies, CL, westbound, minimum weights:** Proposal to amend Items 2065, 2105 (Section I), 4138, 5275, and 5115—series of Tariffs 1-G (I. C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 1-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), also Item 2265 of Tariff 1-G by incorporating the following in the minimum weight column:

"Minimum weight (—) subject to Rule 31 of current Western Classification, except as shown in Note — (Exception to Section 1 of Item 792)."

The proposed change to apply in connection with rates from Groups A, B and C.

**10950 — Dry hides in mixed carloads with green salted hides, eastbound:** Request for amendment of Tariffs 2-Y (I.C.C. No. 1233, H. G. Toll, agent), and 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide that dry hides (Item 2220) included in cars of green salted hides (Item 2225) be subject to actual weight and carload rate shown in Item 2220; the weight of the dry hides not to be included in making up minimum weight of 10,000 lbs. on the green salted hides.

**10951 — Automobile lamps, including bulbs for same, CL, eastbound:** Request for carload rate of \$2.50 per 100 lbs. on automobile lamps, including bulbs for same, minimum weight 21,000 lbs. subject to Rule 31 of Western Classification, from California to Group "C" under Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent).

**10952 — Iron or steel wall ties (wall bonds), CL, eastbound:** Request for amendment of Item 2500-C of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to include iron or steel wall ties (wall bonds).

**10953 — Tin can keys, CL, westbound:** Request for amendment of Section I of Item 5225, Tariffs 1-G (I.C.C. Nos. 115, A-262, 2213 and 1224 of Frank Van Ummersen, W. S. Curlett, R. T. Jones and H. G. Toll, agents, respectively) and 1-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), by including therein tin can keys.

**10954 — Potatoes, CL, westbound:** From Warroad, Minn., and intermediate points to California: Proposal to amend Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), as follows:

(1) Show Warroad, Minn., as an origin point in Item 8090 of the Tariff, making rate therefrom subject to circle 41 reference mark.

(2) Amend Group 8 (list of origin points), pages 48, 49 and 50 of Tariff 1-G by adding thereto the following points:

Steiner, Holt, Middle River, Stratheons, Greenbush, Badger, Fox, Boseau, Mandus, Salol, Warroad, Minn.

(3) Amend Item 370 of Tariff 1-G (application of rates in connection with Duluth, Winnipeg & Pacific By.), to also give reference to Item 8090.

**10955 — Street lamp posts, iron or steel, CL, westbound:** Request for the same percentage reduction in the carload rates on street lamp posts, iron or steel, from eastern

groups to the Pacific Coast under Item 3430 of Tariffs 1-G (I.C.C. Nos. 115, A-262, 2213 and 1224 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 1-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), as recently made on concrete street lamp posts, carloads, per Rate Advice 7371 (Docket 10571), published to become effective April 16, 1930, in Item 4549-A of the tariffs.

**10956 — Steel automobile battery boxes, I.C.L., and in mixed carloads with automobile parts, westbound:** Request for inclusion of steel automobile battery boxes in Items 5255-A and 5137-D of Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1224 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**10957 — Cottonseed hull bran meal, CL, westbound:** Request for carload rate of 79½ cents per 100 lbs. on cottonseed hull bran meal from Group "D" to the North Coast under Tariff 1-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**10958 — Blackstrap or beet sugar final molasses, in tank cars, westbound:** Request for reduction in rates on blackstrap or

**FIFTEEN SECONDS TO GO!**

One of radio's most appreciated services is the time signal! Millions count upon it daily as a dependable service.

The Schmidt Lithograph Company's most important function to its clients is likewise dependable service — service before, during, and after delivery — service as unvarying as the time signal! » » »

**SCHMIDT LITHOGRAPH CO.**  
LOS ANGELES - FRESNO - OAKLAND - SACRAMENTO  
SEATTLE - PORTLAND - GALLAS - HONOLULU  
**SAN FRANCISCO**

## Fast Passenger and Refrigerator Freight Service

North Pacific Ports to Europe  
NEW MOTORSHIPS

"San Francisco" "Los Angeles"  
"Oakland" "Seattle" "Portland"  
CABIN and THIRD CLASS

### HAMBURG-AMERICAN LINE

For Passage—574 Market Street  
or local agents

For Freight—Sadden & Christenson  
310 Sansome Street, San Francisco

## Pacific Meter Works

of  
American Meter Company, Inc.

Specializing in the  
Manufacture of Gas Meters and  
Allied Apparatus

495 ELEVENTH STREET  
San Francisco, Calif.

beet sugar final molasses under Item 5135 of Tariffs 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to following basis:

**From Groups:**

Tariff 1-G:-

A B C D E F-G H J N  
\$1.05 90c 83c 79½c 73½c 68c 68c 67c

Tariff 4-D:-

\$1.05 90c 83c 79½c 79½c 68c 79½c 67c 79½c  
per 100 lbs.

Rates to be subject to transit privileges as published in tariffs of individual lines.

10959 — **Butter**, CL, eastbound: Request for amend of Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent), to provide for same carload rates on butter from western Oregon and Washington points, such as Portland and Tacoma, to Group "D," and west as applicable from the Inland Empire district under Item 3725 of the tariff.



PACIFIC  
DEPARTMENT

114 Sansome St.  
San Francisco  
California

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 105,500,000

EXPORTERS and IMPORTERS are  
invited to avail themselves of our  
services, especially with the Orient

SAN FRANCISCO BRANCH  
415-429 SANSOME STREET  
Y. NOGUCHI, Manager

10960 — **Strained Honey**, CL, westbound—transit: Request of one shipper for amendment of Items 3313 and 6597 of Tariff 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to permit privilege of storage or grading-in-transit as provided in tariffs of individual lines, also request of another shipper for storing-in-transit privilege at Los Angeles, Calif., for grading and other purposes under Items 3313-B and 8861-A of Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

10961—**Electrical devices**, viz.: corn poppers, curling irons, grill stoves, heaters, heating pads, hot plates, sad irons, toasters and waffle irons, also insulated and jacketed jugs, insulated outing boxes and reserve tanks for gasoline, water or oil (nested and locked securely in metal frame), mixed carloads, westbound: Request for mixed carload rate of \$1.60 per 100 lbs. on these articles from Group "E" to California under Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

10962 — **Canned goods and syrup**, mixed carloads, westbound: Request for amendment of Tariffs 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), and 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide that mixed carloads of canned goods (Item 1920) and syrup (Item 5130), be subject to highest carload rate and highest minimum weight.

9775 (Reopened)—**Ground bone or bone meal (animal or poultry feed)**, CL, eastbound: Request for rate of 68c per 100 lbs. on ground bone or bone meal (animal or poultry food), carloads, minimum weight 60,000 lbs., from California to Group "D" and west under Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent).

10127 (Reopened)—**Bicycles**, CL, westbound: Request for amendment of Item 1720-A, Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for carload rate of 83.3c per 100 lbs., minimum weight 12,000 lbs., subject to Rule 31 of current Western Classification from Group "C."

10234 (Reopened) — **Flooring blocks**, CL, eastbound: Request for amendment of Tariff 27-M (I.C.C. No. 1232, H. G. Toll, agent), to provide for carload rates on flooring blocks from California to eastern destinations based an arbitrary over "lumber" rates which will compare favorably with arbitraries applicable on built-up woods and other similar articles, also to provide for rates on mixed carload shipments of flooring blocks and lumber or other forest products.

10286 (Reopened)—**Unit gas heaters** in mixed carloads with other gas heating appliances, westbound: Request for amendment of Item 3225, Tariffs 1-G (I.C.C. Nos. 115, A-262, 2213 and 1224 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), and 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to include unit gas heaters in mixed carloads.

10475 (Reopened) — **Charcoal**, in lump form, CL, westbound: Request for carload rate of 75 cents per 100 lbs. on charcoal, in lump form, minimum weight 10,000 lbs.,

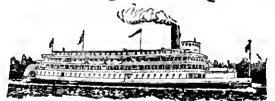
from Group "E" to California under Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1224 of Frank Van Ummersen, W. S. Curlett, B. T. Jones, and H. G. Toll, agents, respectively).

10767 (Amended) — **Orchard heaters**, CL, eastbound: Request for carload rate of \$1.00 per 100 lbs. on orchard heaters from California to Groups A, B, C, C-1, K, L and M under Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent).

10885 (Amended)—**Oil well outfits or supplies**, CL, westbound: Request for amendment of Item 4200-A, Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1224 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for the following carload rates and minimum weights from Group "F" to California in lieu of present rates and minimum weights:

\$1.46 per 100 lbs., min. wt., 40,000 lbs.  
\$1.18 per 100 lbs., min. wt., 60,000 lbs.

**SACRAMENTO**  
Leave 6:30 p.m., Daily Except Sunday  
"DeltaKing" "DeltaQueen"



One Way \$1.80. Round Trip \$3.00  
De Luxe Hotel Service

THE  
CALIFORNIA TRANSPORTATION  
COMPANY

Pier No. 3 — Phone SUtter 3880

YOU ARE INVITED TO VISIT



**JAPANESE COMMERCIAL MUSEUM**

549 MARKET STREET, SAN FRANCISCO  
EXHIBITS OF COMMERCIAL ARTICLES  
MADE IN JAPAN  
FREE COMMERCIAL SERVICES BETWEEN  
U. S. A. AND JAPAN  
(Maintained by Japanese Government)

PACIFIC COTTON GOODS COMPANY

152 Fremont Street  
SAN FRANCISCO

CRAIG CARRIER COMPANY

Merchants Exchange Building  
SAN FRANCISCO

APRIL 9, 1930

# LEADS for NEW BUSINESS

**LISTED BELOW are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified.**

## DOMESTIC TRADE BUREAU of the INDUSTRIAL DEPARTMENT

**Accountants** — G. L. Diehl & Co., 605 to 506 Market.  
**Airplanes** — Berry Aircraft, Ltd., 428 Columbus.  
**Apartments** — El Alamo Apartments, 700 Steiner.  
**Association** — California Wool Marketing Assn., 405 Sansome.  
**Attorneys** — A. S. Burrill, 268 Market; Fletcher A. Cutler, 235 Montgomery; Thomas B. Dozier, Jr., 235 to 1 Montgomery; Lloyd C. M. Hare, 3 City Hall Ave.; Harper & Harper (custom), 510 Battery; A. B. Kraft, 220 Montgomery; Toland C. McGottigan, 220 Montgomery; Arthur E. Nathanson, 3 City Hall Ave.; Clarence J. Stafford, 870 to 561 Market.  
**Auto Painting** — Auto & Truck Paint Shop, 1160 Bryant.  
**Beauty Parlors** — Bee's Beauty Salon, 177 Post; Progressive Beauty Shoppe, 2633 23d.

St. Francis Beauty Shop, 815 Ulloa to 127 W. Portal; Verma's Permanent Wave Shop, 1112 Irving.

**Beverages** — B. T. Collins, 1601 Market.

**Bonds** — Stephenson Leydecker & Co., Alexander 1804.

**Brick** — Richmond Pressed Brick Co., 55 New Montgomery to 629 Market.

**Broker** — John Kaufman, 235 Montgomery.

**Builder** — J. A. Tassi, 268 Market.

**Cabinet Makers** — Amiot & Boehm, 311 to 329 Commercial.

**Carpenters** — Atlas Carpenter Shop, 231 Minna.

**Chemicals** — Western Chemical Corp., 324 Leavenworth.

**Cigars** — Pastime Cigar Store, 3011 Mason.

**Cleaners** — Plymouth Cleaning & Dyeing Works, 250 to 818 Holloway.

**Clothing** — Gordon Bros., 4699 to 1643 Mission.

**Confectionery** — Corner House, 1500 Polk; Stanley's Sweet Shop, 2101 Sutter.

**Contractors and Engineers** — Western States Construction Co. (electrical), 235 Montgomery to 71 New Montgomery.

**Cordage** — Waterbury Co., 151 Main to 71 New Montgomery.

**Cotton Goods** — M. J. Warner Co. of New York, 580 Market.

**Creamery** — Marina Creamery Co., 3226 Scott.

**Dentists** — Dr. Lars J. Jacobsen, 995 Market to 450 Sutter; Dr. B. B. Wells, 3190 20th to 290 7th Ave.

**Dresses** — Hollywood Gown Shop, 928 Market.

**Drugs** — Mutual Drug Co., 133 1st to 162 1st; Padre Pharmacy, 209 Turk.

**Electrical** — Electric Service Co., 1111 Folsom; Pacific Electric Sales Co., 71 New Montgomery; Radiack's Electrical Construction Co., 2160 San Bruno.

**Engineers** — Jos. H. Handon (merch.), 525 Market; Houde Engineering Corp., agency, 901 O'Farrell; K. Theill, 580 Market; Webster Engineering Co., 147 Sutter.

**Express** — Golden State Express & Moving, 2110 California.

**Fertilizers** — Shelton Co., Inc., Battery and Fillbert to 128 Beale.

**Fruits** — A. Bianchini, 1901 Stockton.

**Fur Goods** — Fox Fur Co., 1316 Polk; Northland Fur Corp., 376 Sutter to 517 Post; Pacific Fur Co., 376 Sutter to 517 Post.

**Golf Supplies** — Silvey Le Croye-Silvey, 153 Kearny.

**Groceries** — J. C. Hunken (wholesale), 1225 Gough.

**Hardware** — Mensor & Peters Hardware & Jobbing Co., 1832 Clement.

**Hosiery** — Ajax Hosiery Mills, 833 Market.

**Importers and Exporters** — H. B. Mills Co., 525 Market to 310 Sansome.

**Insurance** — America & Security Insurance Corp., 376 Pine; Mountain States Life Insurance Co., W. L. Godfrey Agency, 995 Market; Mullin-Aeton Co., brokerage dept., 211 California; Mullin-Johnson Co., 241 California.

**Investments** — John C. Graham, 381 Bush; Hughes & Wignore, 582 Market; Whelan & Co., 315 Montgomery.

**Jewelry** — Marquiese Jewelry Mfg. Co., 717 Market.

**Loans** — T. W. McClellan, 580 Market.

**Lumber** — Colma Mill & Lumber Co.,

Colma; Long Bell Lumber Co., 1 Montgomery to 582 Market.

**Markets** — Hanah Market No. 2, 800 Ulloa; San Francisco Public Market, 1963 Union.

**Meats** — Golden State Meat Co., 315 4th.

**Men's Wear** — Lapp-Roberts & Wright, 210 Post.

**Millinery** — Fannon & Lake, 532 Geary.

**Mining** — Imperial Gold Mines Corp., 235 Montgomery.

**Motion Pictures** — Auerbach Motion Picture Productions, 170 Golden Gate Ave.

**Motorcycles** — Henderson Motorcycle Sales Co., 57 Page.

**Optometrist** — Dr. Carl A. Bernstein, 835 Market.

**Orthodontist** — J. Elliott Dunn, 209 Post.

## BISHOP & BAHLER

(Incorporated September 16, 1914)

369 PINE STREET

SU tter 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"**

W. A. HALSTED, President

WM. C. HAMMERSMITH, Vice-Pres.

The Old Firm

## HALSTED & CO.

Undertakers and Embalmers  
No Branches

1123 SUTTER STREET

Telephone OR dway 3000

## Geo. H. Burr, Conrad & Broom

Incorporated

Investment  
Securities

490 CALIFORNIA STREET  
SAN FRANCISCO

# United States Laundry

The Careful Laundry



FINISH WORK  
DRY WASH  
ROUGH DRY  
DAMP WASH

We use Ivory Soap  
exclusively



1148 Harrison Street

Telephone  
Market 6000

# Kroehler Manufacturing Company

Manufacturers of OVERSTUFFED LIVING ROOM FURNITURE and DAVENPORT BEDS

OTHER FACTORIES AT: Chicago, Ill.; Naperville, Ill.; Kankakee, Ill.; Bradley, Ill.; Dallas, Texas; Binghamton, N. Y.; Los Angeles, Cal.; Cleveland, Ohio; Stratford, Ontario

885 Charter Oak Ave.  
San Francisco, Cal.

# Know these Firms

They represent the backbone of San Francisco and deserve your co-operation in their respective lines. They offer a personal, individual service; complete, intelligent and helpful.

## Advertise Anything!

Houses, Lots, Apartments, Furniture, Farms, Farm Tools, Implements, Mechanic's Tools and Machinery, Building Materials, Automobiles, Tires, Accessories, Stocks & Bonds, Insurance, Accountancy, Investment Securities, Hotels, Situations Wanted, Help Wanted, Stoves, Phonographs, Radios, Books, Music, Clothing, Hats, Shoes, Markets, Candies, Ice Cream, Flowers, Chickens, Typewriters

For anything at all you will find a buyer or seller through the columns of

"San Francisco Business"

### 7A—BUTCHERS

Beef, Calves, Sheep and Hogs Bought or Slaughtered on Commission

**JAMES ALLAN & SONS**  
WHOLESALE BUTCHERS

Office and Abattoir:  
THIRD ST. and EVANS AVE.  
Phone MI ssion 5600 San Francisco

### 8—CHOCOLATE MANUFACTURES

**D. GHIRARDELLI CO.**  
SAN FRANCISCO

CHOCOLATE and COCOA  
Since 1852

### 9—CONTRACTORS

**California Construction Co.**

GENERAL CONTRACTORS  
715 Standard Oil Building  
San Francisco

### 10—CRACKPROOF GARDEN HOSE



**Crackproof**  
GARDEN HOSE

Manufactured by  
**Pioneer Rubber Mills**  
San Francisco  
Sold all over the world

### 11—ELECTRIC SIGNS

**BRUMFIELD ELECTRIC SIGN CO.**

965-967 FOLSOM ST., S. F.  
WE MANUFACTURE

**OUR OWN NEON SIGNS**

PATENTS APPLIED FOR

### 13—EMPLOYMENT BUREAU

**COMMUNITY PLACEMENT BUREAU, INC.**



Operated by  
San Francisco  
Employers

HUNTER-DULIN  
BUILDING  
KE arny 2800

### 14—FLOWERS

**Darbee Florist**

GEN. A. J. GOOCH, Prop.  
1036 Hyde St. San Francisco, Calif.  
Phone FR ankin 9208  
Open Evenings and Sundays. We deliver and telegraph flowers anywhere.

### 16—GLASS

**PACIFIC COAST GLASS CO.**

Manufacturers of  
**BOTTLES and JARS**  
SEVENTH and IRWIN STREETS  
Phone MA rket 0327 San Francisco

### 19—HOTELS

**HOTEL ROOSEVELT**

Jones at Eddy  
SAN FRANCISCO'S NEW FINE HOTEL  
Every room with bath or shower  
\$2.00 to \$3.50 Garage next door

### 19A—HOTEL EQUIPMENT

Telephone MA rket 2400

Manufacturers of Kitchen Equipment for  
Hotels, Restaurants and Institutions.  
China - Glassware - Silverware

**MANGRUM-HOLBROOK**  
1235 Mission Street, San Francisco

### 20—IMPORTERS

**Edward L. Eyre & Co.**  
Exporters and Importers

Grain, Grain Bags, Copra Cake, Lintseed Meal,  
Cottonseed Cake, Mill Feeds, Steel, Oils, Beans,  
Peanuts, Mexican and Oriental Products  
518 MERCHANTS EXCHANGE  
Phone KE arny 0289 San Francisco

### 21—ICE MANUFACTURERS

**CITY ICE DELIVERY CO.**

135 KANSAS STREET  
Market 6400

Distributors for Consumers Ice,  
National Ice & Cold Storage,  
Union Merchants Ice Delivery Co.

**Paints** — Western Paint Co., 1318 Mission.  
**Petroleum** — Calumet Petroleum Corp.,  
68 Post.

**Physician** — Dr. Oliver L. Graeber (drug-  
less), 25 Taylor to 908 Market.

**Plumber** — W. S. Warne, 311 to 337 Com-  
mercial.

**Printing** — Twentieth Century Press, 500  
Sansome to 336 Sacramento.

**Publishers** — M B Publishing Co., 3 City  
Hall Ave.

**Radio** — California Wholesale Radio Co.,  
1050 Market; Irving Radio & Electric Co.,  
1816 to 1801 Irving; Philco Radio Sales &  
Service, 1050 Market.

**Real Estate and Investments** — Dunn-  
Williams Co., 156 Montgomery to 425 Bush;  
Ernest P. Gendotti, 176 Sutter to 309 Kearny;  
Lloyd Jones, 6207 to 5754 Geary; Marguerite  
E. Marchand, 41 Sutter; Pacific Leasehold  
Corp., 156 Montgomery to 425 Bush.

**Restaurants** — Bob's Chili Inn, 153 Mason;  
Vini's Coffee Shop, 2223 Polk; William  
Wilking, 1319 California.

**Riding Academy** — Henderson Ave. Riding  
School, 19 Henderson.

**Roofing** — Homer H. Sosso, 55 New Mont-  
gomery to 629 Market.

**Shampoo** — Schwartz's Medicated Shampoo  
Co., 1136 Mission.

**Sheet Metal Products** — Leadclad Co. of  
Northern California, 55 New Montgomery.

**Shoes** — Arch Preserver Shoe Agency, 838  
Market; Johnston & Murphy Shoe Agency,  
838 Market; Sommer & Kaufmann, Inc., 838  
Market.

**Tailors** — Calamoneri & De Rosa, 622 Green;  
W. Davis, 327 to 345 Divisadero; Frank Zah,  
760 Market.

**Taxi Service** — Green Top Cabs, Ltd., 730  
Ellis.

**Tires** — Bonner Gordon, 524 Van Ness Ave.  
**Transfer** — Esperanto Transfer Co., 1070  
Hanover.

**Translator** — Moises Amaral, 821 to 830  
Market.

**Upholstering** — American Upholstering  
Shop, 218 to 216 Pierce; State Upholstering  
Co., 417 O'Farrell.

**Watch Crystals** — National In-2-Sta Corp.,  
Ltd., 760 Market.

**Window Shades** — Cash & Carry Window  
Shade Co., 1819 Market.

**Miscellaneous** — Anton Anderson, 10 Em-  
barcadero; Baywood Park Co., 156 Montgom-  
ery to 425 Bush; Bradley Co., 1635 Sutter;  
Citizens Census Educational Committee,  
Civic Center; City & County Federation of  
Women's Clubs, 609 Sutter; Co-Operative  
Medical Service, Inc., 506 Market; Craig  
Bros., 237 1st; Dr. L. E. Curtis, 490 Post;  
James H. Diamond, 902 Market; Filipino  
Federation of America, Inc., 74 New Montgom-  
ery; Fuchs & Lang Mfg. Co., 200 Davis;  
Local Steamship Agents Assn., Pier 7;  
Maerie Mercantile Co., 65 Battery to 2415  
Mission; H. W. Mylund, 116 New Montgom-  
ery; No-Shine Mfg. Co., 111 New Montgom-  
ery; Nob Hill Tavern, 1319 California;  
Physicians & Surgeons Institute of Physio-  
therapy, 375 Sutter; Plays Guild Theatre,  
business office, 555 to 2030 Sutter; Postindex  
Co., 117 Front; Pretor Shine Remover Co.,  
220 Montgomery; Quigly Furnace Specialties  
Co., 364 6th; Radioart Features Co., 935  
Market; Red Spot, 579 California; Sheet  
Piling, Inc., Hearst Bldg.; Steel Incorporated,  
Hearst Bldg.; Stein & Solaz, 4150 18th; Sur-  
face Combustion Co., Inc., 447 Sutter; Paul  
E. Terry, 625 Market; Theater Arts, Inc., 150  
Powell; Thompson Display Service, 245 6th;  
United Materials Co., 55 New Montgomery to  
629 Market; United States Aircraft Corp.,  
235 Montgomery; United States Interoceanic  
Lumber Conference, 112 to 215 Market;  
Vanitine Co., 527 Howard; Van-Morse Air-  
ways, 24 California; Vap-O-Zone Co., Ltd.,  
235 Montgomery to 681 Market; Walgreen  
Co., agency division, 525 Market.

23—INVESTMENTS

**"OVER-THE-COUNTER"**  
Market Specialists  
Unlisted Stocks and Bonds  
**MARTIN JUDGE JR. & CO.**  
1 MONTGOMERY STREET  
Douglas 8760 San Francisco

**Wm. H. Noble & Co.**  
*Investment Securities*

24—LANDS

**MILLER & LUX**  
Incorporated  
FARMING AND LIVESTOCK PROPERTIES  
1114 MERCHANTS EXCHANGE BLDG.

**Industrial Opportunities**  
in Industrial Lands in South San Francisco — Low Land Cost  
San Francisco Freight Rates  
San Francisco Switching Area  
**SOUTH S. F. LAND AND IMPROVEMENT CO.**

25A—LUMBER

**Christenson Lumber Company**  
LUMBER - MILLWORK  
Yards and Mill:  
FIFTH and HOOPER STREETS  
Market 0580 San Francisco

26—METALS

**Sheet Metal Manufacturing**  
Press Work - Forming - Welding - Irrigation Pipe - Building Products - Orchard Heaters - Oil Buckets - "De Laitre" Automatic Gas Machine  
"Vent-O-Screen" Ventilating Screen  
**W. R. AMES CO.**  
150 Hooper Street Market 3815

**Federated Metals Corporation**  
Great Western Smelting and Refining Branch  
**M E T A L S**  
75-99 FOLSOM STREET  
DA venport 2540 San Francisco

28A—OIL BURNERS

**—RAY—**  
**FUEL OIL BURNERS**  
Made in San Francisco  
Sold the World Over  
Automatic, Industrial, Marine Types

29—PACKERS

**GRIFFITH-DURNEY CO.**  
San Francisco  
CANNED FOODS  
California Fruits, Hawaiian Pineapple  
California Asparagus, California Sardines, Salmon—All Grades

29A—PHOTOSTAT SERVICE

**PHOTOSTAT COPIES**  
Made from Letters, Legal Documents, Maps, Blueprints, etc.  
Personal confidential service  
**Standard Photoprint Company**  
142 Sansome Street Sutter 1475

30—SAFES AND VAULTS

Telephones: GA rfield 3041 and 3042  
**The Hermann Safe Co.**  
Manufacturers and Dealers  
Fire and Burglar Proof Safes and Vault Safe Deposit Boxes, Etc.  
Howard and Main Sts. San Francisco

35—STEAMSHIP COMPANIES

**American-Hawaiian S. S. Co.**  
Frequent and Dependable Coast to Coast Service  
DA venport 2900 215 Market Street

Joint Service of Phone DO uglas 7510  
**HOLLAND-AMERICA LINE**  
AND  
**THE ROYAL MAIL STEAM PACKET CO.**  
PACIFIC COAST—EUROPE  
"The Pioneer Refrigerator Service"  
120 Market Street San Francisco

36—STEEL

**Montague Pipe & Steel Co.**  
Riveted Steel Pipe, High Pressure Pipe Lines, Oil and Water Tanks, Syphons, Steel Flumes, Stacks, Montague Well Casing, Water Tube Safety Boilers  
Works: 17th and Kentucky Streets  
Phone MA rket 6909, San Francisco  
Office: Hobart Building Phone KE arney 0698

**PATENTS**  
TRADE MARKS, FOREIGN PATENTS  
**MUNN & CO.**  
Suite 601 Hobart Bldg., San Francisco

**WESTERN PIPE AND STEEL CO.**  
OF CALIFORNIA  
LARGEST FABRICATORS OF GENERAL STEEL PRODUCTS IN THE WEST  
Five Factories Dedicated to Service—  
South San Francisco, Los Angeles, Fresno, Taft, and Phoenix, Arizona  
San Francisco Office:  
444 MARKET STREET

ADDITIONAL LEADS for NEW BUSINESS

**Points** — R. S. Randall & Co., 32 Front to 325 Sacramento.  
**Physicians** — Dr. Harry A. Deering, 113 Broad to 201 Plymouth; Dr. Mervyn H. Hirschfeld, 516 to 450 Sutter; Dr. M. R. Ottinger, 516 to 450 Sutter.  
**Plumbers** — Wm. Elwyn Galver, 26 O'Farrell.  
**Pineapple** — Haiku Pineapple Co., 105 Montgomery.  
**Publishers** — California Newspaper Publishers Assn., 55 New Montgomery to 58 Sutter; El Imparcial Publishing Co., 1027 Pacific.  
**Radio Repairing** — All Makes Radio Service, 411 Clement.  
**Radio** — Falck Radio Co., 268 Market; Patterson Radio Corp., 112 Market.  
**Rags** — California Wiping Materials Co., 176 Townsend to 26 Bluxome.  
**Real Estate** — Anderson & Lamotte, 1277 9th Ave. to 1948 Irving; Albert J. Miller, 935 Market.  
**Refrigerators** — Cochran & St. John, Ltd., 911 to 952 Mission.  
**Restaurants** — Grand Cafe, 8101 Post; Le Nore Coffee Shop, 158 Mason; New Geary Restaurant, 2219 Geary; Lazarus Samanturas, 1605 Market; Walter's Lunch, 2799 16th.  
**Rubber Stamps and Signs** — Moise-Klinkner Co., 369 to 560 Market; Patrick & Moise-Klinkner Co., 560 Market.  
**Rug Cleaning** — West Coast Rug Cleaning Co., 980 Bryant.  
**Sales Agents** — H. A. Irving, Inc., 110 Market to 400 Sansome.  
**Service Station** — C. Leonard, 1501 Mission.  
**Shoe Repairing** — Lerner's Shoe Repairing Co., 173 Sutter to 110 Kearny; Parkside Shoe Renewing Shop, 2406 20th Ave.  
**Stationery** — Squire Co., 561 Clay to 535 Montgomery.  
**Steam Specialties** — Swartwout Co., 75 Fremont to 681 Market.  
**Studios** — Evanow-Matthews Studio, 780 Golden Gate Ave.; Art E. Mohr, 517 Post to 359 Sutter.  
**Sugar** — International Sugar Co., Ltd., 105 Montgomery.  
**Tailor** — O. Anderson, 110 Post.  
**Textiles** — Rousmaniere, Williams Corp., 22 Battery.  
**Tools** — Compressor Service & Tool Co., 1559 Howard; Paragon Machine Tool & Die Works, 7 Front.  
**Valves** — Atwood & Morrill Co., 74 New Montgomery.  
**Wiping Rags** — W. R. Sibbett Co., Inc., 953 Harrison.  
**Miscellaneous** — A B C Concrete Products Co., 1875 San Bruno; Alloi Lubr. Corp., 50 Hawthorne; Dr. S. Baker, 490 Post; Day Development Co., 251 Kearny; Dr. Irvin H. Betts, 384 Post; Dr. Dale J. Butt, 1250 Capitol; Carpet Process Co., 3701 Geary; Chemical Distributing Co., 110 Sutter; A. B. Currie, 1557 Montgomery to 74 New Montgomery; Custom House Repair Shop & Garage New, 900 Sansome; Decora Mfg. Co., agency, 648 Howard; K. Droz, 1411 Jones to 760 Market; Florasynth Laboratories, Inc., 532 Sansome; Home Service Bureau, 120 Vermont; I-F-E Circuit Breaker Co., 235 Montgomery to 74 New Montgomery; Edward L. Kahn & Co., 325 Front; Kastner's Quality Shop, 1108 Clement to 2152 Mission; Dr. B. G. Leone, 580 Green; Pacific Brush-Cole Co., 557 Market to 58 Sutter; Frank B. Parish & Co., 111 Sutter; Pittsburgh Piping & Equipment Co., 235 Montgomery to 74 New Montgomery; Sakamaki Nonoguchi Co., 1522 Buchanan to 1511 Laguna; Dr. Anton J. Sambuck, 450 Sutter; Dr. Emmett E. Sappington, 384 Post; Stelling's Economy Store, 3900 21st; Tel Kee Co., 39 Natoma; Van-Morse Airways, 24 California; Waterless Cleanser Co., 580 Market; Dr. P. A. Wynne, 210 Post.

*A world of wisdom!...*  
FOR SUCCESS IN BUSINESS YOU MUST ADVERTISE! ADVERTISE! ADVERTISE!  
**Call DAvenport 5000**  
for that advertisement of yours

# Unusual and Interesting Events

Compiled by Information and Statistical Department  
San Francisco Chamber of Commerce

## At the Art Galleries:

Canterbury Hotel, 750 Sutter Street—Exhibition of paintings by William Barr. Hours: 12 noon to 10 p. m.

Courvoisier Gallery, 471 Post Street—Exhibition of colored etchings of Oriental figures by Dorsey Potter Tyson. Exhibition of portraits by Lyla Marshall Hareoff.

East-West Gallery, 609 Sutter Street—Exhibition of foreign travel posters, in color.

Galerie Beaux Arts, 166 Geary Street—Exhibition of water colors by Helen Forbes. Drawings and sculpture figures by Jacques Schmier. Drawings by Ivan Mestrovic.

Gump's Gallery, 246 Post Street—Exhibitions of water colors by W. S. Bagdatopoulos (in South Gallery).

Paul Elder Gallery, 239 Post Street—Exhibition of paintings by Philip Nesbitt (colorful figures and scenes of Haiti).

Stanford Art Gallery, Palo Alto—Exhibition of sketches by Pedro J. Lemos.

Oakland Art Gallery, Oakland—Annual Exhibition.

California Palace of the Legion of Honor, Lincoln Park—Exhibition of thirty-six landscape oil paintings by Prof. Eugen Neuhaus, of the University of California.

## April 1-15—

Haviland Hall, University of California, Berkeley—English Club Art Exhibit.

## April 11—

3 P. M.—San Francisco Symphony Orchestra, Alfred Hertz, conductor, Curran Theatre.

8 P. M.—Presentation of film, "Heavenly Bodies," introduction by Dr. William Meyer, associate professor of Astrophysics, Auditorium, University of California Extension Building, 510 Powell Street.

8:15 P. M.—Little Theatre Play, Wheeler Auditorium, University of California, Berkeley.

8:15 P. M.—Recital by students of the San Francisco Conservatory of Music.

8:30 P. M.—Lucille Gordon presents 3 one-act plays: Emilie Melville in "Memories," Elizabeth Wilbur in "A Cup of Tea," Lucille Gordon in "Hypocrite." Community Playhouse, Sutter at Mason Street.

## April 12—

2:30 P. M.—Lecture by Helena Munn Redwill, subject: "A Poetical Journey from Maine to California," Paul Elder Gallery.

2:30 P. M.—Lucille Gordon presents 3 one-act plays: Emilie Melville in "Memories," Elizabeth Wilbur in "A Cup of Tea," Lucille Gordon in "Hypocrite." Community Playhouse, Sutter at Mason Street.

8:15 P. M.—Little Theatre Play, Wheeler Auditorium, University of California, Berkeley.

8:30 P. M.—Lucille Gordon presents 3 one-act plays: Emilie Melville in "Memories," Elizabeth Wilbur in "A Cup of Tea," Lucille Gordon in "Hypocrite." Community Playhouse, Sutter at Mason Street.

## April 13—

2 P. M.—Golden Gate Park Band Concert, Ralph Murray, director, Golden Gate Park Bandstand.

## April 13—

2:45 P. M.—San Francisco Symphony Orchestra, Alfred Hertz, conductor, Curran Theatre.

4 P. M.—Lecture by Miss Helen Gordon Barker, subject, "The Museum's Collection of Colonial and Early American Material," M. H. de Young Memorial Museum, Golden Gate Park.

## April 14-28—

Exhibition of oils and water color drawings by Otis Oldfield, Beaux Arts Galerie, 166 Geary Street.

## April 15—

2:30 P. M.—Reading by Mrs. Laurel Conwell Bias, subject, "Waterloo Bridge," Paul Elder Gallery, 239 Post Street.

8:15 P. M.—Lecture by Chas. J. Conniek, subject, "Stained Glass," Women's City Club, 165 Post Street.

8 P. M.—Public concert by Alpha Mu Music Honor Society, Wheeler Auditorium, University of California, Berkeley.

## April 16—

2 P. M.—Lecture by Miss Helen Gordon Barker, subject, "The Museum's Jade and Ivory Collections," M. H. de Young Memorial Museum, Golden Gate Park.

8 P. M.—Joffre Medal Debate between Stanford and University of California, Wheeler Auditorium, University of California.

## April 17—

8 P. M.—Public lecture by Dr. Lewis Browne, author of "This Believing World" and "All Things Are Possible," Wheeler Auditorium, University of California.

## April 18—

Decorative arts exhibit of San Francisco Society of Women Artists, Women's City Club, 165 Post Street.

Pipe Organ recitals by Uda Waldrop every Wednesday, Saturday and Sunday, 3 to 3:45 P. M., California Palace of the Legion of Honor, Lincoln Park, M. H. de Young Memorial Museum, Golden Gate Park, open to the public without admission charge daily and Sunday from 10 A. M. to 5 P. M.

California Palace of the Legion of Honor in Lincoln Park, open to the public without admission charge daily and Sunday from 10 A. M. to 5 P. M.

## President Newhall Phones Argentine

[continued from page 29]

tion telephone company engineers state that the connection was one of the most perfect ever made in similar land wire and transoceanic wireless telephone calls.

The conversation was carried from San Francisco via cable to Lawrenceville, New Jersey, where the wireless telephone transmitting station to South America is located. From Lawrenceville, Mr. Newhall's voice was carried through the air to the receiving station at Hurlingham, Argentine, and thence to the office of the Buenos Aires Chamber of Commerce president, Dr. Amadeo's voice in reply was transmitted from Platanos, Argentine, to Netcong, New Jersey, and thence to the transcontinental long distance station at New York, where the two conversations were interwoven over the long distance line.

## Pan American

[continued from page 24]

cious for such an event to occur. The stage has been set, and it is up to us to play our roles. The President, Herbert Hoover, has played no small part, through his "good will" trip, of creating an atmosphere conducive to friendliness and a desire for mutual understanding. Californians, hundreds of them, have both preceded and followed him on this trip around the Americas. They are, with thousands of others, convinced that the conference is a necessity.

*The facilities of the Chamber of Commerce are for your use.*

\* \* \*

*Literature can be man's greatest enjoyment.*

## F. E. BOOTH COMPANY, Inc.

Packers and Canners  
Fish, Fruit, Vegetables

Executive Offices:  
110 Market St. San Francisco

## Direct Ferry

Motorists Save Miles of Driving.  
Vallejo-San Francisco Fast Boats.

DINING ROOM - BARBER SHOP  
BOOTBLACK - NEWS SERVICE

Southern Pacific Golden  
Gate Ferries, Ltd.

Clay St. Pier—North End Ferry Bldg.  
DAvenport 4000—Local 8921

## MITSUMI & COMPANY

LIMITED  
(Mitsui Bussan Kaisha, Ltd.)

Cable Address: "MITSUMI"

GENERAL IMPORTERS  
EXPORTERS

COAL SUPPLIERS SHIP OPERATORS  
SHIP OWNERS SHIP BUILDERS  
ETC

Head Office: TOKIO, JAPAN

San Francisco Office:  
301 MERCHANTS EXCHANGE BLDG.

Branches—New York, Seattle, Portland and all other important business centers of the world

Huge J. C. Banquet to Honor Attacking Flyers!

Nominations Announced for Junior Board

NOMINATIONS of twenty-one men to be proposed to the membership of Junior Chamber of Commerce for election to the Board of Directors for the ensuing year have been announced by the Nominating Committee. The committee has retained the same men from the present board and fifteen presented nine new nominees. Those named for re-election are: Lloyd Davidson, A. M. Brown, Jr., R. B. Coons, J. Dinkelspiel, D. W. Evans, J. A. G. Jr., J. J. Heffernan, Wilson Meyer, J. H. Mittau, Frederic Supple, J. H. McKeld, and J. J. Tynan, Jr. Those nominated for their first term are: A. H. Brawner, E. H. Clark, Jr., W. G. Graham, Robert Levison, J. E. Maloney, Herbert H. Mitchell, Britney, Archibald B. Von Adelung, and J. H. Walton.

The Nominating Committee comprised: W. G. Graham, chairman, John L. Tynan, C. C. Trowbridge, Jr., John L. Emmet Cashin, Chester Cramer, and J. H. McAllister.

EARLY ACTION ON DIRIGIBLE BASE

The following telegram was received by Almer M. Newhall, president of the San Francisco Chamber of Commerce, April 16:

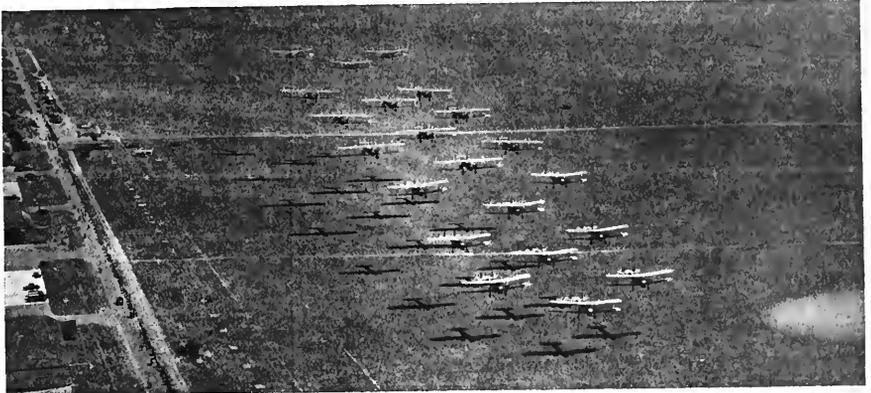
"Hearings on Dirigible Base will probably begin May 4. Have your delegation prepared to come at short notice. Letter follows.

"A. M. FREE  
"Member of Congress."

Army Air Corps Guests Of Chamber Following Mills Field Maneuvers

COMMANDED by Brigadier-General William E. Gillmore, the First Provisional Wing of the United States Air Corps will swoop down upon Mills Field at 2:30 p. m., April 19. The Air Corps will be the guests of the city of San Francisco and the Junior Chamber of Commerce during their stay here. Plans have been completed by the Army Air Corps Maneuver Committee, headed by Gordon MacDonald, to entertain the officers at an elaborate dinner Saturday

Just Before the Battle, Mather! Ships of the 2nd and 7th Bombardment Squadrons leaving the ground at Mather Field, Sacramento, during the recent army air maneuvers.



Speakers' Bureau Throughouts Sections

THE Speakers' Bureau of the Junior Chamber was organized some three months ago. Technically, it is part of the Municipal Affairs Section and therefore under the supervision of Mr. Jason, chairman of the Municipal Affairs Committee. However, its activities are not confined to municipal affairs but aim to aid all the sections of the Junior Chamber. Therefore, the Speakers' Bureau has a representative on each section and one of its members is elected to be present at each of the committee meetings of the sections.

The assignments of the members to the sections are as follows:

Amateur Athletics, Howell Lovell; Fire Pre-vention and Municipal Affairs, C. I. Haley; Industrial, John Dunaway; Marine, Robert Miller; Membership, Walter Rountree; Arts, J. J. Heffernan; Municipal Affairs, J. H. Tohriner.

The Speakers' Bureau recently filled an assignment for a talk on the Junior Chamber for the Pittsburg Men's Club. Matthew Tohriner, acting chairman during the absence abroad of Mr. Bert L. made the talk and reports finding that the large gathering of men in Pittsburg were particularly interested in the activities of the Junior Chamber and in efforts to promote the prosperity of the bay region.

During its brief existence the Bureau

Junior Chamber of Commerce Will Sponsor Opening Night of S. F. Boat Show

THE Junior Chamber of Commerce will sponsor the opening night of the Boat Show at the Civic Auditorium, April 23. Arthur M. Brown, Jr., president of the Junior Chamber, is to make the address of welcome to visitors at the exhibition of pleasure craft, which is sponsored by the Associated Boat Industries.

The Junior Chamber also has arranged a display booth at the show and will have a ship model exhibit.

Sydney G. Walton has been acting as chairman of a special committee composed of Marine Committee members who are handling Junior Chamber participation in the event. Assisting Walton are Don Hughes and William Crockett. All members of the Junior Chamber are invited to attend the boat show, especially the opening night, when entertainment and music under the auspices of the Marine Committee and the Junior Chamber will be features.

has worked chiefly on the Sharp's Park proposal and largely through the efforts of Mr. C. I. Haley, secured its endorsement by approximately forty-five civic organizations. At the present time the members are engaged in forwarding the census project by sending out speakers to work with the Speakers' Committee of the organization in charge.

Remove Coos Bay Wreck

The wreck of the Coos Bay, that has been an eyesore on the shoreline of San Francisco for the past three years, is being removed as a result of the efforts of Alfred W. Young of the Marine Commit-

teevening at the Fairmont Hotel. Sidney Kahn has been placed in charge of the dinner and Ned Henshaw has completed arrangements for the housing of all officers and enlisted men.

The Provisional Wing is the largest peace time assemblage of fighting planes ever gathered together in this country. Over 150 planes of all types comprise this mighty armada of the air. General Gilmore has the following officers on his staff:

HIGH-RANKING OFFICERS PARTICIPATE

Lieutenant-Colonel Frank Andrews, Chief of Staff; Major Thomas D. Milling, Supply; Major M. E. Davis, Personnel; Major Willis Hale, Operations; Mr. H. H. Arnold, Supply. The various organizations which compose the Provisional Wing are: First Pursuit Group for Selfridge Field, Michigan, in command of Major Ralph Boyce; the Second Bombardment Group from Langley Field, Virginia, in command of Major Hugh Kneer; Third Attack Group from Fort Crockett, Texas, in command of Major Davenport Johnson; Seventh Bombardment Group from Rock-

[continued on page 3]

[continued on page 2]

# SAN FRANCISCO BUSINESS

[San Francisco Junior Chamber of Commerce Issue]

APRIL 16, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

Published once each month as the San Francisco Junior Chamber of Commerce Issue of San Francisco Business at 211 Merchants Exchange Building, San Francisco, California.

Editor - ROBERT COONS

Associate Editors

Theodore Brower T. E. Connolly John Gompertz Lewis Reynolds

Chairman, Municipal Committee - H. R. Given, Jr.

Officers of the San Francisco Junior Chamber of Commerce

President - A. M. BROWN, JR.

First Vice-President - J. H. Threlkeld Second Vice-President - J. A. Folger

Frank A. King, Secretary-Manager Walter Reimers, Ass't Secretary-Manager

Directors

Gano R. Baker, Lloyd H. Berendsen, A. M. Brown, Jr., R. B. Coons, Lloyd W. Dinkelspiel, Milton H. Esberg, Jr., Daniel W. Evans, J. A. Folger, H. R. Given, Jr., John J. Heffernan, W. E. Jason, Jr., Thomas Larke, Jr., Fred Mah, Ferd Marwedel, Wilson Meyer, Martin S. Mitau, Porter Sesnon, Frederic E. Supple, J. H. Threlkeld, J. J. Tynan, Jr., Alex J. Young, Jr.

## OBSERVATIONS

The germ of an excellent idea was planted by the Radio Committee in its recent attempt to bring the consuls of foreign countries residing here before the bay region radio audiences. To hear from the lips of those representing other nations their problems and their message would be a powerful means of molding complete understanding and promote the binding of friendly ties. We cannot but feel that an opportunity has, at least temporarily, escaped both ourselves and our friends.

Just how important the Air Corps will be in time of war is to be indelibly impressed upon the minds of thousands of San Franciscans this Saturday. Those who spend the afternoon at Mills Field are guaranteed an experience that will live long in their memories.

After the "Battle in the Air," the flyers will be sumptuously dined and elaborately entertained by the Junior Chamber. Every member who attends will render the organization a service for which he will be amply rewarded by the evening's program.

## Junior Banquet to Honor Attacking Flyers

[continued from page 1]

well field, California, in command of Major Carl Spatz; Ninety-first Observation Squadron, in command of Captain Walter Kraus, Assistant Secretary of War, F. Trubee Davison, who is in charge of Army Aviation, is viewing the maneuvers and will be with the Air Corps in San Francisco.

### THE PROGRAM OF EVENTS ABOUT SAN FRANCISCO IS AS FOLLOWS:

Friday, April 18—

Night flying—9:15 p. m. Bombing of San Francisco. Night photographing of San Francisco.

Saturday, April 19—

The entire Wing is due to arrive over Mills Field at 2:30 p. m. After General Gilmore and his staff have landed at the airport, the Air Corps will pass in general review before their commanding officer, Mayor Rolph, and civic officials. The spine-grIPPING roar of over 150 motors singing their song of speed will thrill the thousands who are expected to watch the maneuvers from all vantage points.

Immediately after the general review the bombardment groups will demonstrate formation flying of that particular type of plane. These mighty planes are capable of lifting over a ton of bombs and attain a speed of over 100 miles per hour. It is thrilling to watch these large planes in close formations cross the field, never breaking the V's. The little pursuit planes, sixty in number, hovering high up in the sky, will make two attacks upon these bombers. Of all planes, the pursuit are the most spectacular, relying upon tremendous speed and maneuverability for safety. These little planes will swoop down from the high altitude, attain a speed of over 200 miles per hour on the drop, shower the bombers with lead from their machine guns and climb almost vertically to repeat the performance.

Following this demonstration the bomb-

ing planes will come in for landings, still keeping their strict formation. The attack planes will next maneuver in formation flying. These planes carry a pilot and observer and are capable of attaining a speed of 100 miles per hour. The pilot fires his guns through the propeller and the observer fires to the rear. This plane's function is to precede an impending attack, rake the ground with machine guns and to drop light bombs upon the enemy. The pursuit will then attack the attack planes, utilizing their speed effectively. After this maneuver, which is one of the most spectacular, the attack planes will land and the fast little fighters will demonstrate formation flying. They will dive, climb and turn, always maintaining their formations and flying with wings from ten to fifteen feet apart.

### WOODRING TO PERFORM

After this demonstration, Lieutenant J. A. Woodring, the only survivor of the famous "Three Musketeers," will put on a "dog-flight" with one of his comrades showing how two pursuit ships of equal speed and power maneuver to gain an advantage upon each other. One ship will be the victor and will remain in the air to thrill the spectators in all appropriate known to military aviation. The pursuit planes are stressed to withstand tremendous pressures and violent maneuvers. One of these will dive with wide-open throttle and climb from sea level back up to three or four thousand feet, going up almost vertically. These planes have such tremendous power that they are able to "barrel-roll" vertically, perform an outside-vertical turn and the outside loop, two of the most hazardous and difficult maneuvers known. All maneuvers will be executed with the precision and daring which marks the United States Air Corps. The final event for the day will be the laying of a smoke screen by a pursuit plane and a smoke curtain

## Junior Chamber Committee Meetings

From April 21, 1930, to May 17, 1930

April 21—Executive, Publicity.  
April 22—Fire Prevention, Industrial.  
April 23—Board of Directors.  
April 24—Municipal Affairs, Sports, Membership.  
April 25—Marine.  
April 28—Executive, Publicity.  
April 29—Fire Prevention, Industrial, Program.  
April 30—Board of Directors.  
May 1—Aeronautics.  
May 2—Marine.  
May 5—Executive, Publicity.  
May 6—Industrial, Fire Prevention.  
May 7—Board of Directors.  
May 8—Municipal Affairs, Sports, Membership.  
May 9—Marine.  
May 12—Executive, Publicity.  
May 13—Industrial, Fire Prevention.  
May 14—Board of Directors.  
May 15—Aeronautics.  
May 16—Marine.

by a bombardment plane. A few minutes later spectators will be surrounded by a wall of impenetrable smoke, shutting off vision completely. These maneuvers will take approximately three hours to execute.

That evening the officers will be entertained by the San Francisco Junior Chamber of Commerce. The following day, April 20, the planes will be on display for those who want a close-up view of these planes. At 2:30 p. m. the big bombers will take off, at 3:00 p. m. the attack planes will take to the air and last the little pursuits will take off, all planes bound for Mather Field, Thursday, April 24, the Provisional Wing will attempt to defend San Francisco from an impending attack. This maneuver is scheduled for 10:30 p. m.

### PETER B. KYNE TO SPEAK

During the dinner the officers will be entertained by artists, both with song and dance. Anson Weeks has charge of the music for the dinner. Among the notable personages to attend will be Brigadier-General William F. Gilmore, assistant to Major-General Fiedel, Chief of Air Corps, Mayor James Rolph, Jr., civic officials and as toastmaster the Junior Chamber will be honored by Peter B. Kyne, noted author.

## Imposing Record Result of Municipal Affairs Group's Endeavors

The Municipal Affairs Committee under the direction of William E. Jason, Jr., has just brought to a close a year of activity that has been especially marked by its accomplishments. Too much credit cannot be given to the members of the committee who have given unreservedly of their time and efforts to obtain achievements of outstanding importance.

The removal of the "Donnerville" eulder car from Pacific Avenue and the subsequent paving of the avenue has made one of San Francisco's finest boulevards, a veritable "Park Bow." Carl Frierbach was chairman of this subcommittee and he was assisted by Wm. F. Pidge and Willard L. Johnson. They spent a great deal of time consulting property owners, improvement clubs, and after many repeated efforts placed the matter before the Board of Supervisors, who finally ratified and gave their consent to the canceling of the franchise and the removal of the tracks from the street.

Lloyd Berendsen, chairman of the subcommittee on Peninsular Relations, was instrumental in helping the Curtiss Airports, Inc., to locate on this side of the

## Sports Committee Lists Year Accomplishments and Future Plans

The Sports Committee of the Junior Chamber of Commerce feels that closing a very successful year. Not only the projects were completed, but that were, contributed something to welfare and enjoyment of the people of San Francisco.

In conjunction with the member the Municipal Affairs Committee, many funds were secured for the Shy Park Municipal Golf Course and Recreation Field.

Functioning through a special committee on Olympic Games Crew Events, Sports Committee advocated the Mercer Course for the races in 1932. W. This received the unanimous recommendation of the National Association of Amateur Oarsmen, the issue is still doubtful because of the proposal of Angeles that the event be held on new course at Long Beach.

An open match play golf tournament has been arranged for December 5, 1930, by the committee, who also assist in securing the retention of the P. A. Track Meet in San Francisco for the middle of May.

In addition to the above accomplishments, the committee acted as host visiting athletic teams and investigated many other projects, some of which hoped will be accomplished in the future.

buy in San Mateo County. They have purchased large acreage and are going to spend over a million dollars to make one of America's finest private airports.

An appropriation of over ten thousand dollars has been made by the Board of Supervisors to rehabilitate the Stock Street Tunnel, which has been a nuisance for a long time. With better lighting conditions less accidents and holdups will take place. Mr. F. J. Wolff, chairman of the subcommittee on streets had to matter in charge.

### SHARP PARK SUCCESS

The success of the securing of Sharp Park and the necessary appropriation for its completion was the result of definite cooperation between the Sports Committee and the Municipal Affairs Committee. Mr. F. Whitney Tenny was chairman of this joint committee and because of very well laid plans and the ultimate execution San Francisco in short while will be able to boast of one of the world's finest and sportiest courses along the Pacific Ocean.

Out of the Municipal Affairs Committee has come the new Speakers Bureau. Th. L. Brent, under the chairmanship of Be Lewis, is destined to become an important part of the Junior Chamber as a means of disseminating its activities both inside and outside the organization.

The last accomplishment of the Municipal Affairs Committee has been the securing of an appropriation from the Board of Supervisors in the amount of fifty-five thousand dollars which is to be added to an amount of one hundred and fifty thousand supplied by the Board of Harbor Commissioners for the widening of the Embarcadero at the foot of Gh Street. This has been a very serious bottleneck and with the widening of the street to its full width at this point very easy access to the underpass will be obtained.

Members of the Municipal Affairs Committee for the past year have been: Wm. E. Jason, Jr., chairman; Martin Mitau, Lloyd Berendsen, Wm. F. Pidge, Sidne Kahn, E. S. Cipriotti, Jas. Rolph, J. C. McFarren, Ramsay Moran, Jas. Rolph, J. H. C. Threlkeld, F. Whitney Tenny, Reginald Vaughn, A. W. Young, Frederic Wolff, J. K. Bell, Carl Frierbach and Willard L. Johnson.

# ACTS and RACKS



Recently the Mayor of San Francisco changed his official office. Last letter was received at the office of the Junior Chamber addressed to James Rolph, Jr., care of the San Francisco Junior Chamber of Commerce.

... were the praises of Lloyd Dinkelschmidt, a host on the occasion of the annual dinner of the Sports Council held last week at the Argonaut Club.

... membership will be glad to hear from Thompson is up and at 'em after having his appendix removed.

... Friday, Wilson Meyer, chairman of the Marine Committee, left on a three-trip to New York.

... dent A. M. Brown of the Junior Chamber recently returned from a trip to San Diego. It is said that he showed him a bad time because of the lividity in behalf of the Sunnyvale Base.

... efficiency of the Marine Committee demonstrated by the good work of Arthur Brewer, who, upon very short notice, arranged a reception for the The-World Liner, Empress of Australia, as a welcome to San Francisco.

... President J. H. Threlkeld is home from a short business trip to Denver.

... Marine Committee recently disclosed that sailing the political seas is always the easiest piloting in the world. Even a liberal application of the "oil" on the troubled waters was sufficient to enable their ship to get into harbor safely.

... ill Morshead of the Aviation Committee recently ran into high-class company. He rose to the height of having with the stock, which it is said to be worth \$600,000, in 6 minutes. The result will be the future attention of the membership committee.

... rumored that Tirrey Ford, former president of the Junior Chamber and who is pleased to return to the fold shortly, is to get out of town just one jump of Walt Reimers, who is now camping at the doorstep of Swain & Hoyt on his return.

... ast the Coos Bay will cease to be the herald of San Francisco Bay. Achievement of its removal is due daily to the good work of Alfred W. C. He deserves the thanks of all.

... er April 15, Al Binder of the Public Committee will move to Fresno. He becomes district manager of the territory for the Massachusetts Mutual Life Insurance Company. Good luck, Al!

## Welcomes New Members

The Junior Chamber welcomes the following new members from March 13 to April 12:

James K. Carr, 1406 Alexander Bldg., management engineer; Chas. H. Fox, Bennetts & Fox; W. L. Goodwin, American Trust Co.; Chas. de B. Haseltine, Pacific Stevedoring & Ballasting Co.; B. H. Helgen, R. H. Helgen Co., Ltd.; Edgar N. Kierulff, 1682 Russ Bldg.; Norman Larson, 1258 Russ Bldg.; Bernard Romanel, 52 Sutter Street; William C. Wanek, Third and Channel streets, tugs and barges.

## Industrial Committee Makes Success of Section Meetings

The Industrial Committee of the Junior Chamber, under the able chairmanship of Guno Baker, has a number of worthy accomplishments to its credit for the year. Probably of first importance was the successful holding of the second San Francisco Products Week, which enlisted the active support of a large number of Junior Chamber members in committee work. As was to be expected, the event was bigger than the first year, with a larger number of exhibits placed in a greater number of stores. Much favorable comment has been received by the Junior Chamber for its efforts in telling the story of "Industrial San Francisco."

The Industrial Committee also was the first to inaugurate the holding of section meetings which afford the opportunity to all those in the Junior Chamber interested in industrial problems to meet together and listen to talks by recognized leaders in industry and to discuss with them the problems confronting San Francisco industries. These section meetings have been uniformly well attended. The talks have been informative and decidedly well-worth hearing. The meetings have undoubtedly been important in helping to awaken the members of the Junior Chamber of Commerce to some of the problems affecting the business life of the city and of which they will have an opportunity to assist in the solving.

In addition, there have been any number of smaller projects which have been investigated and recommendations given to the Board of Directors for support or endorsement by the Junior Chamber.

## Remove Coos Bay Wreck

[continued from page 1]  
The Junior Chamber of Commerce, Jack Rainford has made a contract to remove the wreck, thus crowning with success Young's work during the past three years to have the Coos Bay taken off the rocks near the Golden Gate. It is planned to cut the ship's metal with acetylene torches and sell it for junk. Originally owned by Walter Johnson, title to the Coos Bay was, at the instigation of Young, conveyed from Johnson to John C. Rohlf, of the Panama American Steamship Association, and by Rohlf to Jack Rainford.

## Junior Chamber Honored

The Junior Organization was honored at the Annual Flower Show of the San Francisco Garden Club last week when Mrs. Olga Meyer presented a trophy to one of the winners in the name of the San Francisco Junior Chamber of Commerce. Mrs. Meyer is the mother of Director Wilson Meyer and frequently evidences her interest in the organization's activities.

# Foreign and Domestic TRADE TIPS

Inquiries concerning these opportunities should be made to the Foreign Trade Department of the San Francisco Chamber of Commerce, 54 Vanport 5000, list numbers being given.

## FOREIGN TRADE TIPS

**20037—Novelty Distributor.**  
San Francisco, Calif. Company having sole United States rights for the sale or manufacture of a sensational novelty, which is in wide use abroad, seeks nationwide distribution for the article.

**20038—Service, Marketing, etc.**  
New York, N. Y. Company organized for the purpose of assisting American concerns to build up foreign markets, to manufacture abroad, to protect patents, etc., especially in Europe, wishes to communicate with interested exporters or manufacturers.

**20039—Representation.**  
Liverpool, England. Firm wishes to secure the representation of local concerns.

**20040—Prunes.**  
Nantes, France. Party desires to represent an exporter of prunes. Local bank reference.

**20041—Grapefruit Plants.**  
Paris, France. Party wishes to communicate with nurseryman interested in exporting grapefruit plants to Algeria.

**20042—Feedstuffs.**  
Hamburg, Germany. Party wishes to make contacts with importers of feedstuffs, especially dried beef pulp.

**20043—Peatmoss.**  
Bremen, Germany. Exporter of peat moss for all purposes wishes to make local connections. References on file.

**20044—Bed Feathers.**  
Vienna, Austria. Party wishes to get in touch with importers or exporters of raw or prepared bed feathers.

**20045—Indian Products.**  
Taitoeirin, S. India. Company exporting Indian products is interested in finding a market for its products, especially palmyra stalks and fiber, senna leaves and pods, and porcupine quills, samples of which are on file.

**20046—Coir Products.**  
Alleppey, S. India. Manufacturer and exporter of coir mats and matting, and other coir goods seeks a local representative.

**20047—Straw Hats.**  
Tientsin, China. Manufacturers of semi-finished straw hats (Manilla hemp or Bantel fiber) are interested in making connections locally. Bank reference.

**20048—Old Silk Stockings.**  
San Francisco, Calif. Japanese firm would like quotations c.i.f. Kobe per English ton on old silk stockings. Expect to buy on letter of credit basis and would like sample shipments of 100 to 200 lbs., for which they will pay.

**20049—Japanese Pearls and Glass-point Fountain Pens.**  
Columbus, Ga. Company is seeking a source of supply for the above items.

**20050—Agent.**  
San Francisco, Calif. Party who is going to Rhodesia, S. Africa, wishes to represent any kind of line, but is particularly interested in novelties, radios, paints, and varnishes. African and Australian references.

**20051—Cinnamon and Groceries.**  
Ciudad Juarez, Mexico. Party is inquiring for names of exporters of cinnamon and groceries.

**20052—Japanese Hull-less Popcorn.**  
Fort Shafter, T. H. Party wants to communicate with a firm dealing in Japanese hull-less popcorn. Would like to have prices.

**20053—Men's Furnishings.**  
Honolulu, T. H. Commission merchant is desirous of communicating with deal-

## List of New Members Shows Increase During Last Year

Since this is a time of census taking, the Junior Chamber roster shows 237 new recruits enlisted during the year from April 11, 1929, to April 11, 1930. This is an excellent showing and is largely due to the untiring efforts of the Membership Committee.

ers in men's furnishings, sweaters, underwear, socks, etc. He has had experience, as an agent, in this line of goods.

## DOMESTIC TRADE TIPS

**D-3441—Representation in East.**  
New York City. Service organization interested in securing manufacturers in California to open agencies in New York. Their service embraces the purchase and sale of products of all kinds for the account of their clients and representation in any other capacity that may be desired.

**D-3442—Representation.**  
Portland, Ore. Firm interested in representing San Francisco manufacturers on brokerage basis in northern territory.

**D-3443—Airplane Material.**  
Los Angeles, Calif. Concern interested in receiving bids on materials to be used in the manufacture of airplanes, either small, medium or large quantities.

**D-3444—Food Truck.**  
San Francisco, Calif. Distributors wanted for new fast selling high-class product. Exclusive territory to those who qualify. All cash business. Quick profits.

**D-3445—Distributor.**  
Oakland, Calif. Concern interested in securing small meritorious article, manufactured by San Francisco concern, to distribute on the Pacific Coast.

**D-3446—Jobbers.**  
Baltimore, Maryland. Manufacturers of ice cream cones are anxious to secure a jobber in San Francisco interested in handling their product.

**D-3447—Bedding Representative.**  
Philadelphia, Pa. Concern interested in securing representation in San Francisco for white goods, bedding, etc.

**D-3448—District Dealer.**  
Los Angeles, Calif. Party who now has California distribution for oil, would like to secure representation in this city.

**D-3449—Salesman.**  
Reading, Pa. Hosiery concern wishes to secure hosiery salesman, calling on the jobbing trade, west of the Rockies, who has no infant sock line, to represent them on a commission basis.

**D-3450—Veneer Representative.**  
Louisville, Ken. Concern interested in securing individual or firm well acquainted with the panel, furniture, fixture and interior trim trade, to represent them.

**D-3451—Representation.**  
Chippewa Falls, Wis. Party interested in securing representation for women sports wear, preferably already established concern.

**D-3452—Representation.**  
Redwood City, Calif. Party wishes to represent firm or established branch of firm in Redwood City or San Mateo and Santa Clara County.

**D-3453—Representative.**  
San Francisco, Calif. Party would like to represent any concern who wishes to develop sales on the Coast, and to whom a thorough knowledge of business conditions and physical conditions would be of value along the line of merchandise and product.

**D-3454—Distribution of Household and Automobile Necessity.**  
New York City. Concern is seeking a good crew-manager for San Francisco and surrounding territory who would be interested in the distribution of a household and automobile necessity of genuine merit.

**Please send us ad copy for Year Book TODAY!**

**Transcontinental Freight**

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

**ADDITIONAL DOCKET PUBLISHED**

APRIL 12, 1930

**10904 (Amended)** — Lathing (Wood shavings compressed with binder), CL, eastbound: Request for amendment of Tariff 2-Y (I. C. C. No. 1233, H. G. Toll, Agent), to provide for the following carload rates (in cents per 100 lbs.) on lathing (wood shavings compressed with binder) from the North Coast—

To Groups	Minimum Weights 40,000 lbs.	60,000 lbs.
D-E-F-G-I & Winnipeg, Man.	75	63
J	70	57

**10903** — Creosote Oil, CL, westbound: Request for amendment of Items 4155 and 4160 of Tariff 4-D (I. C. C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, Agents, respectively), to provide for the following carload rates to Rate Basis 3 from—

Groups:	A	C
	82	per 100 lbs.

**10964** — Honey (Strained), in glass or tin, in mixed carloads with canned goods, eastbound: Request for amendment of Item 1390-D, Tariff 3-A (I. C. C. No. 1226, H. G. Toll, Agent), to include honey (strained), in glass or tin, in mixed carloads; the weight of the honey not to exceed 5 per cent of the minimum or actual weight of entire carload, and the honey not to be in straight packages but to be mixed in the cases with canned goods.

**10965** — Rates from and to Van, Texas (to be located on new extension of Texas short line railway). Request for amendment of Tariffs 1-G (I. C. C. Nos. 115, A-262, 2213 and 1224 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, Agents, respectively), 3-A (I. C. C. No. 1226, H. G. Toll, agent), 27-M (I. C. C. No. 1232, H. G. Toll, agent), 33-C (I. C. C. No. 1196, H. G. Toll, agent), 36-B (I. C. C. No. 1223, H. G. Toll, agent), and 18-K (I. C. C. No. 1222, H. G. Toll, agent), to provide for the following rates from Van, Texas, to be located on the new extension of the Texas Short Line Railway, approximately 11 miles southeast of Grand Saline, Texas:

Tariff	Rate	Applicable
1-G	Group F	
3-A	Group F	
27-M	Bate Basis 6250	
33-C	Group F	
36-B	Group F	
18-K	Same rates and routes as to Grand Saline, Texas, Index 12793.	

APRIL 12, 1930

**10966** — Insulated copper wire in mixed carloads with machinery, eastbound: Request for inclusion of insulated copper wire, mixed carloads, in Item 2560-C of Tariff 3-A (I. C. C. No. 1226, H. G. Toll, agent).

**10967** — Stools, with upholstered seats, in mixed carloads with other furniture, eastbound: Request for amendment of Item 2005 of Tariff 2-Y (I. C. C. No. 1233, H. G. Toll, agent), to also apply on stools, with upholstered seats.

**10968** — Clothing, L.C.L., eastbound: Proposal to amend Item 1606 of Tariffs 2-Y (I. C. C. No. 1233, H. G. Toll, agent), and 3-A (I. C. C. No. 1226, H. G. Toll, agent), by changing description to conform with description shown in Item 2139-C

of Tariff 1-G (I. C. C. Nos. 115, A-262, 2213 and 1224 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), and Item 2139-A, Tariff 4-D (I. C. C. No. 120, A-272, 2232 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

Also proposal to publish a new item in Tariffs 2-Y and 3-A on Clothing N. O. S. corresponding with description in Item 2145-B of Tariffs 1-G and 4-D subject to same rates as shown in Item 2145-B of the westbound tariffs.

**10969** — Pulpboard, viz.: Boxboard and strawboard, CL, eastbound: Request for amendment of Tariff 2-Y (I. C. C. No. 1233, H. G. Toll, agent), to provide for carload rate of 69½ cents per 100 lbs. on pulpboard, viz.: boxboard or strawboard (as described in Item 2000 of the tariff) from the North Coast to Group "J."

**10970** — Granite or Marble Blocks, pieces or slabs, sawed more than four sides, chiseled, dressed, hammered or sand-rubbed, L.C.L., eastbound: Request for less carload rate of \$1.71 per 100 lbs., on these granite or marble blocks, pieces or slabs from California to Group "J" under Tariff 3-A (I. C. C. No. 1226, H. G. Toll, agent).

**10971** — Liquid cleaning or washing compounds, CL, eastbound—California to stations in North and South Dakota: Request for amendment of Item 5697, Tariff 3-A (I. C. C. No. 1226, H. G. Toll, agent), to provide for carload rate of \$1.42½ per 100 lbs. on liquid cleaning or washing compounds from California to stations in North and South Dakota; the proposed basis to alternate with present.

Item 5697 to be further amended to apply on shipments of liquid cleaning or washing compounds, in glass in barrels or boxes.

**10972** — Crushed fruit (not fresh), L.C.L., eastbound: Proposal to establish less carload rates from California to Groups "D" and "E" in Item 1110 of Tariff 3-A (I. C. C. No. 1226, H. G. Toll, agent).

**10973** — Beverage bottles, second-hand (used), in bulk, CL, westbound: Request for carload rate of 75 cents per 100 lbs. on beverage bottles, second-hand (used), from Group "E" to California under Tariff 1-G (I. C. C. Nos. 112, A-262, 2213 and 1221 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**10974** — Wallboard and woodpulp board, CL, westbound — from International Falls, Minn., to California and intermediate points: Proposal to change the routing in Items 7675 and 7680 of Tariff 1-G (I. C. C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), so that the routing west of the Missouri River will be open to all carriers parties to the tariff.

**10975** — Newspaper paper, CL, eastbound, from Ocean Falls, B. C.: Request for addition of Ocean Falls, B. C., as an origin point in Item 2915 of Tariff 2-Y (I. C. C. No. 1233, H. G. Toll, agent).

**10976** — Coke, CL, westbound—originating Groups "A" and "R" and destined Tonopah, Goldfield and other Nevada points. Also Keeler, Calif.: Request for amendment of the explanation of Circle 13 reference mark in connection with the Groups "D" and "E" rates, Item 6025, Tariff 1-G (I. C. C. Nos. 115, A-262, 2213 and 1224 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to also provide that proportional rate on shipments originating at points in Groups "A" and "R" is 2½¢ per 100 lbs. less than rates named.

**10977** — Electric brooders, K.D., crated, L.C.L., eastbound: Request for establishment of the following less carload rates (in cents per 100 lbs.) in Tariff 3-A (I. C. C. No. 1226, H. G. Toll, agent) on electric brooders, K.D., crated, from California to Groups:

A	B	C-C1	D-E-F	G	H-J
100	350	325	300	275	250

**10978** — Malted milk, CL, westbound— from Golden, Colo. (Group "J"): Request for amendment of Tariffs 1-G (I. C. C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I. C. C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for carload rate of \$1.45½ per 100 lbs. on malted milk, minimum weight 40,000 lbs. from Golden, Colo. (Group "J") to Pacific Coast.

**10979** — Plate iron gas compression tanks, CL, westbound: Request for amendment of Item 1344 of Tariff 4-D (I. C. C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), by eliminating the Circle 12 reference mark from the entry covering tanks (iron, steel or wood), N. O. 1, B. N. or that Item 3960-C of Tariff 4-D be amended by including therein plate iron gas compression tanks, U. S. standard gauge No. 2 or thicker (sizes of tanks are from 8 to 11 ft. in diameter and from 30 to 40 ft. in length).

**10980** — Paper mill machinery, CL, westbound— to Port Angeles, Wash.: Request for amendment of Tariff 4-D (I. C. C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for carload rate of \$1.62 per 100 lbs. on paper mill machinery, minimum weight 40,000 lbs., from Group "D" to Port Angeles, Wash. (this is same as applies to "Coast" points under Item 3960-C).

**10981** — Battery separator material, rough or finished, in mixed carloads with wooden battery insulating partitions, eastbound: Request for inclusion of battery separator material, rough or finished, in mixed carloads in Item 3220-A of Tariff 2-Y (I. C. C. No. 1233, H. G. Toll, agent).

**10982** — Beverage or syrup dispensing barrels, L.C.L. and CL, eastbound: Request for inclusion of beverage or syrup dispensing barrels in Item 3492 of Tariff 3-A (I. C. C. No. 1226, H. G. Toll, agent).

**10983** — Tungstee ore, CL, eastbound—transit: Request for amendment of Item 4785-A of Tariff 3-A (I. C. C. No. 1226, H. G. Toll, agent), to permit milling and concentrating at intermediate Nevada point of tungsten ore originating in Nevada and destined to eastern destinations.

**10984** — Mixed cotton and rayon towels, L.C.L. and CL, westbound: Request for inclusion of mixed cotton and rayon towels in Item 2375-F of Tariff 1-G (I. C. C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**10985** — Alfalfa Feed and Alfalfa Meal, CL, eastbound— from Calipatria, Calif.: Request for amendment of Item 1045-A of Tariff 3-A (I. C. C. No. 1226, H. G. Toll, agent), to provide for the same rates from Calipatria, Calif. (Bate Basis 1) to Group "D" and west as applicable from (Bate Basis 1) points in Arizona and New Mexico.

**10986** — Liquefied Petroleum Gas, in tank cars, westbound: Request for amendment of Item 116-series, Tariffs 1-G (I. C. C. Nos. 115, A-262, 2213 and 1224 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I. C. C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) covering description of petroleum or petroleum products subject to rates in items making specific reference thereto, to also include an entry reading: Liquefied petroleum gas, compressed,

vapor tension exceeding 20 lb. square inch at 100 degrees F., in tank cars of the type prescribed in the Interstate Commerce Commission reproduced in Agent B. W. Freight Tariff No. 1, I.C.C. No. 1226, to provide for the same rates as provided in Item 116-series, to be subject to Rule 35, Western Classification No. 60, I.C.C. No. 18 of R. C. agent.

**10987** — Elimination of free dunnage allowance on fresh deciduous fruit eastbound: Proposal to amend 1210, Tariff 3-A (I.C.C. No. 1226, Toll, agent), by eliminating Note "B" Strips of lumber for bracing and paper for lining cars, not exceeding total weight of 200 lbs. of both lumber and paper are allowed free."

**10988** — Flagging stone, CL, westbound: Request for carload rate of 50¢ per 100 lbs. on flagging stone from "M" to California under Tariff 1-G (I.C.C. Nos. 112, A-262, 2213 and 1 Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively); this rate to apply as optional rate on shipments originating Group "M" Tennessee points.

**10989** — Carbonate of magnesium, CL, eastbound: Request for reduced rate on carbonate of magnesium California to Texas Group "F" Deciduous under Item 2605-A, Tariff 1-G (I.C.C. No. 1226, H. G. Toll, agent).

**10990** — Bridge sets, camp furniture ladders, CL, westbound: Request for carload rate of \$2.00 per 100 lb. bridge sets, camp furniture and driers, minimum weight 20,000 lbs., Group "C" to California under Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agent, respectively).

**10991** — Pneumatic rubber tires and pneumatic tire repair kits, rubber compounds, etc., CL, westbound and bound: Proposal to amend Item 52 Tariff 1-G (I.C.C. Nos. 115, A-262, and 1224 of Frank Van Ummersem S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide minimum carload rate of \$2.00 per lbs. from Groups A-2, C, C-1, D, E, I, H, J and M to Bate Bases 2 and 3; currently with westbound charge minimum rate \$2.00 per 100 lbs. is also established to Groups C, C-1, E, H, J and M under Item 3138-F, Eastbound Tariff 3-A (I.C.C. No. 1, H. G. Toll, agent).

**10992** — Platform or warehouse truck tractors, or trucks and tractor combined (self-propelled), in mixed loads with other commodities for port, westbound: Request for amendment of Item 1070 of Tariff 29-T (I. C. Nos. 121, A-281, 2265 and 1236 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to also apply on platform warehouse trucks or tractors, or trucks and tractors combined (self-propelled).

**10996** (Reopened) — Water cooling lubricating material of wood in K.D. or cut form, including fixtures, CL, eastbound: Request for amendment of Item 3155 of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for the following carload rates (in cents per 100 lb. minimum weight 36,000 lbs. on water cooling tower material) of wood knocked-down or cut stock form, including fixtures not to exceed 10% the total weight of the shipment in California to—

Groups	A	B	C-C1	D-E	F-G-H
	90	88½	85	75	62½

**The 1930 YEAR BOOK**  
**Issue of S. F. Business**  
 will be off the press MAY 14th  
 Please send us your ad copy today

## Two Thousand National Leaders to Attend San Francisco Industrial Conference in May

### 75 Exhibitors Participate in S.F. Boat Show

WITH yachting enthusiasts from all parts of the Pacific Coast in attendance and a crowd that filled the Exposition Auditorium to capacity, the second annual Pacific Boat Show opened here this eve-

ning more than a week crews of workmen labored at the task of getting exhibits set up and in readiness for the show's opening, so that everything in its allotted place when the Auditorium doors were thrown open.

For the first time before has a boat show of such proportions been attempted outside of San Francisco, according to Russell Lipton, chairman of the show committee of the Associated Boat Industries of California which is staging the event. The show will feature a wide variety of boating equipment on display and will have a value in excess of \$1,500,000.

More than 175 exhibitors in the show will be displaying a wide variety of different items of interest to the yachtsman, one local firm having an exhibit that includes a total of 38,215 separate objects, each of which goes into the construction of a yacht or motorboat.

Among the items on display include every imaginable type of water craft from canoes and hydroplanes to giant seagoing cruisers and sailing yachts. There will also be motorboats to suit every taste and to meet the requirements of every pocketbook. For the benefit of the inland fisherman there are scores of craft on display for cruising the inland tributaries of San Francisco Bay, where fish are abundant.

For the yachtsman, who delights in long cruises will find just the type of boat he desires, while the man to whom it is a necessity will find plenty of low, rakish craft, capable of doing upwards of 50 knots an hour. There will also be the outdoor aquatic events to add to the show. The day will be spent with the boat show in conjunction with free attractions in connection with the Boat Show have been arranged under the direction of a committee headed by Clifford A. Smith, of the San Francisco Yacht Club.

The show will be held off the Marina, commencing at 10 o'clock in the morning and continuing until four o'clock in the afternoon.

Approximately one o'clock Sunday morning the 25 boats entered in the 46th annual Sir Thomas Lipton trophy race from Long Beach to San Francisco, will finish off the Marina.

This is the outstanding race event in connection with the Boat Show and the interest of the entire Pacific Coast are being it with keen interest.

The events Sunday will include a 96-mile outboard runabout race from

## Boat Show Program

### WEDNESDAY, APRIL 23—

San Francisco Chamber of Commerce and St. Francis Yacht Club Day.

- 7:00 P. M.—Doors open.
- 8:00 P. M.—King Neptune's Melody Boys.
- 8:05—P. M. Official opening by representatives of city and county of San Francisco, and San Francisco Chamber of Commerce.
- 8:20 P. M.—Sea Scouts.
- 8:45-9:30 P. M.—Mermaid Revue.
- 9:45 P. M.—Dorothy Williams—The girl who sings to beat the band.

### THURSDAY, APRIL 24—

- Oakland and Aeolian Yacht Clubs Day.
- 1:30 P. M.—Doors open.
- 2:00 P. M.—King Neptune's Melody Boys.
- 2:45-3:30 P. M.—Mermaid Revue.
- 3:45 P. M.—Dorothy Williams.
- 5:00-7:00 P. M.—The Pirate Trio.
- 8:00 P. M.—King Neptune's Melody Boys.
- 8:05 P. M.—Sea Scouts.
- 8:45-9:30 P. M.—Mermaid Revue.
- 9:45 P. M.—Dorothy Williams.

### FRIDAY, APRIL 25—

- San Francisco and Vallejo Yacht Clubs Day.
- 1:30 P. M.—Doors open.
- 2:00 P. M.—King Neptune's Melody Boys.
- 2:45-3:30 P. M.—Mermaid Revue.
- 3:45 P. M.—Dorothy Williams.
- 5:00-7:00 P. M.—The Pirate Trio.
- 8:00 P. M.—King Neptune's Melody Boys.
- 8:05 P. M.—Sea Scouts.
- 8:45-9:30 P. M.—Mermaid Revue.
- 9:45 P. M.—Dorothy Williams.

### SATURDAY, APRIL 26—

- Sacramento Day.
- 1:30 P. M.—Doors open.
- 2:00 P. M.—King Neptune's Melody Boys.
- 2:45-3:30 P. M.—Mermaid Revue.
- 3:45 P. M.—Dorothy Williams.
- 5:00-7:00 P. M.—The Pirate Trio.
- 8:00 P. M.—King Neptune's Melody Boys.
- 8:05 P. M.—Sea Scouts.
- 8:45-9:30 P. M.—Mermaid Revue.
- 9:45 P. M.—Dorothy Williams.

### SUNDAY, APRIL 27—

- Southern California Day—Long Beach, Los Angeles and San Diego.
- 11:00 A. M. to 4:00 P. M.—Sail and power boat races, band concert at the Marina.
- 1:30 P. M.—Doors open.
- 2:00 P. M.—King Neptune's Melody Boys.
- 2:45-3:30 P. M.—Mermaid Revue.
- 3:45 P. M.—Dorothy Williams.
- 5:00-7:00 P. M.—The Pirate Trio.
- 8:00 P. M.—King Neptune's Melody Boys.
- 8:05 P. M.—Sea Scouts.
- 8:30 P. M.—Presentation of Sir Thomas Lipton Award and other trophies.
- 8:45-9:30 P. M.—Mermaid Revue.
- 9:45 P. M.—Dorothy Williams.

### MONDAY, APRIL 28—

- Palo Alto and South Bay Yacht Clubs Day.
- 1:30 P. M.—Doors open.
- 2:00 P. M.—King Neptune's Melody Boys.
- 2:45-3:30 P. M.—Mermaid Revue.
- 3:45 P. M.—Dorothy Williams.
- 5:00-7:00 P. M.—The Pirate Trio.
- 8:00 P. M.—King Neptune's Melody Boys.
- 8:05 P. M.—Sea Scouts.
- 8:45-9:30 P. M.—Mermaid Revue.
- 9:45 P. M.—Dorothy Williams.

### TUESDAY, APRIL 29—

- Corinthian Yacht Club Day.
- 1:30 P. M.—Doors open.
- 2:00 P. M.—King Neptune's Melody Boys.
- 2:45-3:30 P. M.—Mermaid Revue.
- 3:45 P. M.—Dorothy Williams.
- 5:00-7:00 P. M.—The Pirate Trio.
- 8:00 P. M.—King Neptune's Melody Boys.
- 8:05 P. M.—Sea Scouts.
- 8:45-9:30 P. M.—Mermaid Revue.
- 9:45 P. M.—Dorothy Williams.

### WEDNESDAY, APRIL 30—

- Closing Day—Lucerne Yacht Club Day.
- 1:30 P. M.—Doors open.
- 2:00 P. M.—King Neptune's Melody Boys.
- 2:45-3:30 P. M.—Mermaid Revue.
- 3:45 P. M.—Dorothy Williams.
- 5:00-7:00 P. M.—The Pirate Trio.
- 8:00 P. M.—King Neptune's Melody Boys.
- 8:05 P. M.—Sea Scouts.
- 8:45-9:30 P. M.—Mermaid Revue.
- 9:45 P. M.—Dorothy Williams.

YOU ARE INVITED  
to attend the  
Western Industrial Conference  
All Day, May 2nd, from 9:30 A. M.

Reservations should be made with the  
Industrial Department, San Francisco Chamber of Commerce  
DAvenport 5000

(See article in adjoining column)

### Chamber Helps Realty Committee On Program

MORE than two thousand business men, bankers, public utility executives, and realtors interested in the industrial development of the West have been invited to attend the First Western Industrial Conference to be held in San Francisco all day May 2nd at the Hotel St. Francis.

The meeting is being held under the auspices of the National Association of Real Estate Boards as one of its Divisional Activities under the direction of Chairman George C. Smith of their Industrial Division, and sponsored by the San Francisco Chamber of Commerce and the San Francisco Real Estate Board.

The following program has been arranged by the local Chamber of Commerce and Real Estate Board committee in conjunction with the office of the National Association of Real Estate Boards.

"Planning Community Industrial Development," to be discussed by George C. Smith, who in addition to his connection with the national real estate association is manager of the Industrial Club of St. Louis, Missouri, and prominent nationally as an industrial development specialist.

President P. G. Spilsbury of the Arizona Industrial Congress will speak on "Western States Industrial Development." Spilsbury is well known through his connections with the Pacific Coast Transportation Advisory Board.

Vice President R. E. Fisher of the Pacific Gas and Electric Company, will outline "The Part of Public Utilities in Community Industrial Development."

W. H. Daum, well known Los Angeles industrial realtor and president of the California Real Estate Association, will tell those present about the problems of "Meeting Industrial Location Requirements and Why the Industrial Realtor Should Be Used." Following Daum's address another prominent Los Angeles realtor, President William M. Garland of the California State Chamber of Commerce will tell how "Statewide Industrial Development Campaigns" are operated.

Following the formal speaking program, an open forum discussion led by Smith will interchange information on "The Part of the Railroads in the Industrial Development of the West," and other pertinent subjects of interest to those working upon community development problems.

At the evening dinner session an outstanding speaker yet to be announced will discuss "Regional Industrial Development" projects.

On Saturday, May 3, the industrialists will be the guests of the Chamber of

(continued on page 4)

(continued on page 4)

Free Public Library  
Civic Center  
San Francisco

# SAN FRANCISCO BUSINESS

APRIL 23, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange, Telephone Davenport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

## Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Foreign Trade Department of the San Francisco Chamber of Commerce for foreign trade tips, and to the Domestic Trade Bureau for domestic trade tips. Call Davenport 5000. Please use list numbers.

### Foreign Trade Tips

#### 20054—Livestock.

Hot Springs, Ark. Party breeding pure livestock wishes to contact local exporters of livestock.

#### 20055—Boys' Shoes.

San Francisco, Calif. A large manufacturer of boys' boots and shoes located in Hertogenbosch, Holland, wants to make local contacts with importers who are interested in boys' shoes said to be of high quality and reasonable price.

#### 20056—Fibre.

The Hague, Holland. Firm has a new fibre similar to coco fibre which they are interested in exporting to the U. S. A sample of this fibre is available locally.

#### 20057—Chocolate Bonbons.

San Francisco, Calif. A large chocolate factory in Holland desires a connection on the Pacific Coast—either a representative or a direct importer. Samples obtainable in San Francisco.

#### 20058—Embossed Paper Seals.

San Francisco, Calif. A Swedish concern is inquiring for names and addresses of manufacturers of embossed paper seals.

#### 20059—Art Iron Works.

New York, N. Y. A Belgian firm desires to secure an agent who will undertake the representation, in San Francisco, of all kinds of iron art works: rolling and tap-rolled doors, monumental iron gates, staircases, railings, winter gardens, loggias, marquises, etc.

#### 20060—Laces.

San Francisco, Calif. Large French factory is desirous of finding an American representative for a complete line of machine and hand-made laces of the highest quality.

#### 20061—Crocery.

San Francisco, Calif. A well-established local firm wants to get in touch with a direct distributor of crockery ware, inexpensive cups, saucers and plates such as are imported from Germany, Austria and Czechoslovakia. The crockery need not be imported from these countries provided it is competitive in quality and price with the wares coming from Central Europe. Please address all inquiries to Box 61, Foreign Trade Dept., San Francisco Chamber of Commerce.

#### 20062—Old Silk Stockings.

Osaka, Japan. Concern is interested in importing old stockings of pure silk. Ask for samples and prices.

#### 20063—Waste Materials.

Osaka, Japan. Firm that has been exporting roofing and wiping rags and all kinds of waste materials through commission men is now anxious to do business directly with local

importers of these commodities.

#### 20064—Rags.

Cincinnati, Ohio. Company is desirous of obtaining the names of importers of Japanese rags similar to the Eagle Brand.

#### 20065—Japanese Products.

New York, N. Y. Party with offices in Japan wishes to contact importers of cotton waste, wiping rags, cotton rags, cotton thread waste, fish oils, Japanese silk piece goods and pongee.

#### 20066—Agency.

Auckland, N. Z. Party who claims to have been in business in Auckland for twenty years as a yacht and launch broker, real estate agent, insurance agent, and to maintain a staff of employees wants to secure the agency for a local firm. Bank reference.

#### 20067—Seedless Raisins.

Guantanamo, Cuba. A commission merchant is in the market for large quantities of seedless raisins packed in barrels for export, on which he wants to receive CIF quotations, terms of payment, samples, and full information.

## Industrial Development

Reported by the Industrial Department

### NEW INDUSTRIES

The General Motors Radio Corporation with headquarters and factory in Dayton, Ohio, have recently established a branch office and warehouse in San Francisco at 74 New Montgomery Street. A complete stock of radios, radio and phonograph combinations, and radio tubes are carried in San Francisco for distribution throughout northern California and Nevada. Henry E. Gardiner is local manager.

The Nu-Art-Cerogelaze Company, recently established in San Francisco, are engaged in the business of colorglazing vitreous chinaware and pottery. The new concern is located at 517 7th Street, and will serve the entire United States. E. F. Walton is treasurer and general manager.

The Metals Manufacturing Company, Ltd., makers of patented "Wou-Piecer" roof flashings, having completed a year of experimental work to make a one-piece roof flashing, are now ready to put this new product on the market. This new concern is located at 912 Howard Street, San Francisco.

Kari-Keen California Company, Ltd., branch of the Kari-Keen Manufacturing Company,

into luggage carries, of Sioux City, Iowa, have recently established a branch office and warehouse in San Francisco at 900 O'Farrell Street. This new branch, under the direction of Mr. E. R. Peake, carries stock to serve this territory.

The Hild Floor Machine Company of Chicago, Ill., manufacturers of floor machines, have recently opened a branch office and warehouse in this city at 557 Market Street. A stock of floor machines and equipment is carried here for distribution in this territory under the direction of Wm. J. Winter.

### NEWS NOTES

Recently, the Iodent Chemical Company of Detroit, Michigan, after making a thorough study of the Pacific Coast, chose San Francisco as the city from which to distribute its products to the entire western market. A complete stock of Iodent tooth paste and tooth brushes is now carried in San Francisco at 24 Main Street, and shipments are made from here to points in the eleven western states.

The Monotype Composition Company, founded fifteen years ago by George W. Mackenzie, and incorporated in later years with Carroll T. Harris, has now been changed to Mackenzie & Harris, Inc. Coincident with this change, this concern has again broadened its service of monotype and intertype composition, layout and typographic design, hand composition, makeup and lockup, and the manufacture of M. & H. foundry type leads, rules, slugs and borders to the printing industry. They have enlarged the floor space in their quarters at 659 Folsom Street, where installed, in addition to their extensive monotype equipment, a battery of the latest improved intertypes, new foundry casters for manufacturing M. & H. foundry type, and other auxiliary equipment. According to George W. Mackenzie, president, and Carroll T. Harris, vice president, the patronage of the Pacific Coast printing industry has made possible the development of this business from its small beginning.

### REVENUE FREIGHT LOADING

Loading of revenue freight for the week ended March 29 totaled 885,159 cars according to the car service division of the American Railway Association. This was an increase of 9617 cars over the preceding week, but a reduction of 81,037 cars below the same week in 1929, and a reduction of 63,581 cars under the same week in 1928.

## Transcontinental FREIGHT BUREAU DOCKET

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

10993—Stone crushers, stone crushers and elevators, combined machines (gravel, sand or stone screening), revolving or shaking; horse-drawn or motor street sweeping machines, with or without dust collectors; horse-drawn street sprinkling and sweeping machines, with or without dust collectors; portable or stationary elevators, conveyors or escalators, with or without engines, two-wheeled, belt or bucket, S. U. or K. D., in mixed earloads with grading or road-making implements, westbound; Request for amendment of Item 3015-B of Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and Item 3015-A of Tariff 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to include stone crushers, stone crushers and elevators combined; machines (gravel, sand or stone screening), revolving or shaking; horse-drawn or motor street sweeping machines, with or without dust collectors; horse-drawn street sprinkling and sweeping machines, with or without dust collectors; portable or stationary elevators, conveyors or escalators, with or without engines, two-wheeled, belt or bucket, S. U. or K. D.

10994—Spirits of turpentine, CL, westbound; Request for amendment of Tariffs 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for the following carload rates on spirits of turpentine to the Pacific Coast from—

Groups:	L	M
	\$1.15	1.08 per 100 lbs.

10995—Lineoleum, felt base carpets and other hard floor coverings, LCL, westbound; Request for less carload rate of \$3.75 per 100 lbs. on lineoleum, felt base carpets and other hard floor coverings from Group "A" to Pacific Coast under Tariffs 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

10996—Lumber and other forest products to stations in West Virginia on Monongahela Ry., CL, eastbound; Proposal to amend the West Virginia State Application on page 117, Tariff 27-M (I.C.C. No. 1232, H. G. Toll, agent), by adding thereto stations Lenley, Gore, Price (Monongahela Co.), Chaplin and Blacksville, W. Va., subject to Rate Basis 9200.

10997—Window glass (ground surface), LCL, westbound; Request for less carload rate of \$2.85 per 100 lbs. on window glass (ground surface) from Group "C" to California under Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

10998—Furniture, CL, westbound; Proposal to cancel Sections 3 and 4 of Item 2875-c of Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and Section 3 of Item 2875-B of Tariff 1-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

10999—Felt pads included in carload shipments of coils, westbound; Request for amendment of Item 2810 of Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and Item 2785 of Tariff 1-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide that one felt pad may be shipped with each coil.

11000—Washing machine tubs, steel (unfinished), in fibreboard cartons, CL, westbound; Request for inclusion of washing machine tubs, steel (unfinished)-formed to the shape of a tub with no further work on them than shaped and bent, in fibreboard cartons, in Item 5260-series of Tariffs 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

11001—Scrubbing or polishing machines, crated, LCL and CL, westbound; Request for inclusion of scrubbing or polishing machines, crated, in Section 1 of Item 3995-series, Tariffs 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

# LEADS for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified.

## DOMESTIC TRADE BUREAU OF THE INDUSTRIAL DEPARTMENT

**1002—Cleaning compound (paste).** L.C.L. eastbound: Request for amendment of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for the same less carload rates on cleaning compound (paste), from California to eastern destinations as applicable westbound in Item 5005-A of Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

OR

that circle 32 reference mark in connection with L.C.L. rates in Item 3260, Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent) and explanation thereof, also Item 1603 of the Tariff, be canceled.

**1003—Boxboard, chipboard and other pulpboard or paperboard, also wall board (other than plasterboard), mixed carloads, westbound:** Request for mixed carload rate of 70c per 100 lbs., minimum weight 40,000 lbs., on boxboard, chipboard and other pulpboard or paperboard, also wall board (other than plasterboard) from Group "J" to the Pacific Coast under Tariffs 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**1001—China or earthenware plumbers' goods and iron or steel plumbers' goods, mixed carloads, westbound:** Request for mixed carload rate of \$1.77 per 100 lbs., minimum weight 40,000 lbs., on plumbers' goods, as described in Items 4510, 4515 and 1520-25 of Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), from Group "B" to California.

**1005—Uncompressed cotton linters, CL, westbound:** Request for amendment of Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for the same carload rates on uncompressed cotton linters (as described in Item 2265-B of Tariff), minimum weight 37,500 lbs., from eastern origin groups to California as applicable on compressed cotton linters under Item 2315-C of the Tariff.

**1006—Vinegar, in tank cars, eastbound:** Request for amendment of Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent), to provide for the same rates and minimum weight on vinegar, in tank cars (Item 3540) from the North Coast to eastern destinations as applicable on shipments in bulk in barrels (Item 3515).

**1007—Garden tools, viz.: hoes, rakes, shovels, etc., CL, eastbound:** Request for amendment of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for the following carload rates, minimum weight 24,000 lbs., on garden tools, viz.: hoes, rakes, shovels, etc., from California to—

Groups:	D	E	F-G-H-J
	\$1.93	1.86	1.72 per 100 lbs.

**1008—Window glass, CL, westbound:** Request for amendment of Section 2 of Item 2970-C, Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for reduced rates from Groups "B" and "C" to California in proportion to rate of 65c per 100 lbs. named therein from Group "F" and west; similar rates to be established in Section 2 of Item 2970-series of Tariff 1-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), as amended by Rate Advice 7484 (Cor.).

**1009—Silica sand, CL, westbound:** Request for carload rate of 40c per 100 lbs., minimum weight of 100,000 lbs., on silica sand from Group "D" to the Pacific Coast under Item 4860 of Tariffs 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively); proposed basis to alternate with present bases.

**1010—Phosphoric acid, in tank cars, westbound:** Request for inclusion of phosphoric acid in Item 1505 of Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**1011—Canned goods, green coffee, roasted coffee, fresh apples, dried or evaporated fruits, and vegetables, CL, eastbound:** California to stations on the Duluth, Missabe & Northern Ry.: Proposal to amend Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide that rates in Items 1390-D, 1620, 1625-C, 1940, 1960-D, 3500-B, 3505-B and 3510 will also apply to Duluth, Missabe & Northern Ry., stations Aurora, Bahli, Calmet, Chisholm, Coleraine, Ely, Eveleth, Gilbert, Hibbing, South Hibbing and Virginia, Minn.

**1012—Hardened fibre spoons, L.C.L. westbound:** Request for inclusion of hardened fibre spoons in Section 2 of Item 4110-series of Tariffs 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 1-E (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**1013—Coffee substitutes (cereals) in mixed carloads with Cereal Food Preparations, westbound:** Request for amendment of Tariff 1-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide that coffee substitutes (cereals) included in cars of Cereal Food Preparations (Item 2030) be

[continued on page 4]

**Adjusters**—Bordson Adjustment Co., 46 Kearny.

**Advertising**—De Nova System, 683 Mission; Charles T. Nounnan, 55 Sutter.

**Architects**—Edw. Glass, 57 Post to 605 Market; Joseph L. Stewart, 703 Market to 400 Sansome.

**Art Metal Creations**—A. C. Reibherger Co., 681 Market.

**Artists**—Flora M. Pruitt (color), 185 Stevenson; Florence Wainwright (commercial), 510 Battery.

**Asphalt**—Allied Asphalt & Mineral Corp., 216 Pine.

**Associations**—California Etchers Assn., 220 Post; Union National Automobile Association, 381 Bush to 235 Montgomery; Western States Automobile Service Assn., 381 Bush to 235 Montgomery.

**Attorneys**—Henri Burkard, 105 Montgomery; Raymond M. Farley, 593 Market; Rodney R. McLean, 419 O'Farrell; Edward T. Mancuso, 53 Kearny; Brooke Mohun (Sierra Financial Corp.), 44 California; Ernest Pagnuolo, 519 California; Hazel M. Utz, 833 Market.

**Auto Service**—General Auto Reconstruction Co., 719 Golden Gate Ave.

**Automobiles**—Klein Auto Sales, 810 Van Ness Ave.

**Bags**—Hyland Bag Co., 243 Sacramento to 235 Montgomery.

**Ball Bearings**—Shubert Ball Bearing Co., 511 Van Ness Ave.

**Barber Shop**—Joe Pinto, 427 to 422 Castro.

**Beauty Parlor**—Ann's Beauty Shop, 150 Powell.

**Beverages**—Jack Kramer, 3158 Mission to 2811 Army.

**Brokers**—S. B. Graeier & Sons (bullion), 608 Commercial to 212 Stockton.

**Building Maintenance**—California Building Maintenance Co., 36 9th to 20 9th.

**Candy**—Fudge Shop, 1951 Hyde.

**Carpenters**—E. A. Eatherton & Son, 121 Battery; J. Hansen, 285 2d to 283 2d; A. H. Humphreys, 115 Turk to 911 Folsom.

**Cigars**—Model Cigar Co., 681 Market to 121 2d; A. H. Patterson, 383 Bush; D. Torres, 360 31.

**Clay Products**—Western Clay Products Co., 1501 Harrison.

**Cleaners**—Ammons Cleaners, Dyers & Hatters, 1941 Post; Dollar Cleaning & Dyeing Works, 311 12th; G. & R. Cleaners, 455 Hillis.

**Clothing**—Abrams Cos., Stockton and O'Farrell to 65 Stockton.

**Club**—French Club, 683 Sutter.

**Coatmakers**—Gross Bros., 325 Kearny to 714 Market.

**Coffee**—Verra Coffee Co., 112 Market.

**Collections**—State Credit & Collection Service, Hearst Bldg.

**Credit Bureau**—Mutual Credit Bureau, 821 Market.

**Credit Specialist**—Oliver H. Somers, 71 New Montgomery.

**Dentists**—Dr. Richard M. Corf, 210 Stockton to 450 Sut-

ter; Dr. A. A. Devincenzi, 1739 Mason to 556 Columbus; Dr. J. Claude Perry, 323 Geary to 450 Sutter.

**Draperies**—Alexandria Interior Decorating Shop, 5633 to 5609 Geary.

**Dress Suit Renting**—Knickerbocker Co., 1161 Market to 112 McAllister.

**Electrical**—Porter Electric Co., 1500 Church to 333 O'Farrell; Sundh Electric Co., 235 Montgomery to 970 Folsom.

**Engineer**—R. B. Lamb (mining), 220 Montgomery.

**Engraving**—Heron Engraving Co., 55 Stevenson to 58 2d.

**Exercising Machines**—Bell Exercising Machine Co., 210 Post.

**Exports**—H. A. Irving Co., 400 Sansome.

**Express**—Ludensens Express, 52 2d to 716 Mission.

**Fences**—Kaulan Fence Co., 31 Valley to 351 Bryant.

**Fish**—New Orleans Fish & Shell Fish Grodget, 1510 Fillmore.

**Fixtures**—Miller Co. (lighting), 50 Hawthorne.

**Flour**—West Coast Flour Co., 112 Market.

**Furniture**—Chesterfield Furniture Co., 816 Mission to 1143 Market.

**Garages**—Bay Shore Garage, 1617 San Bruno to 4598 Bay Shore; Pacific Coast Automobile Association Garage, 1643 Valencia.

**Glass**—Ingleside Glass & Glazing Co., 166 to 251 Jules.

**Golf School**—Espinoza & Levitt, Ocean and 19th Ave.

**Grocers**—Peter Bassi, 1655 Grant Ave. to 1297 Turk; Excelsior Groceteria, 4518 Mission; James J. Pittman, 2750 Balboa.

**Heating System**—Air-Way Heating Systems, 61 Fremont.

**Hosiery**—Propper McCallum Hosiery Co., Inc., 1145 Howard.

**Importers**—Budha Importing Co., 415 Grant Ave.; India China Trading Co., 268 Market to 415 Grant Ave.; H. B. Kleinjung Co., 21 California; H. A. Phillips & Co., 255 to 230 California.

**Insurance**—American Bankers Insurance Co., 25 Taylor; California Union Fire Insurance Co., 315 to 165 Montgomery; Canada Life Assurance Co., 511 Market to 315 Montgomery; Victor Rosenbaum, 870 Market to de Young Bldg., Union Automobile Insurance Co., 315 to 165 Montgomery; Unity Mutual Life & Accident Insurance Co., 25 Taylor; Wisconsin Underwriters Agency, 60 Sansome.

**Investments**—Educational Investment Fund, Inc., 114 Sansome; Grenville & Co., 235 Montgomery.

**Jewelry**—Fox & Bennetts, 209 Post; Hagopian Art Jewelry & Engraving Co., 760 Market.

**Laboratory**—Frank Kotos (clinical), 291 Geary to 516 Sutter.

**Lamps**—Quack & Slater, 220 Post.

**Laundry**—Herald French Hand Laundry, 316 Eddy to 225 Gough.

**Loans**—B. G. Ensign Co. (mortgage), 240 Montgomery to 423 California; T. W. McClehan, 580 Market.

**Locks**—Norwalk Lock Co., 760 Market.

**Luggage**—F. G. Adams & Co., 583 to 717 Market.

**Lumber**—McCormick Lumber Terminal, Inc., 1101 Army.

**Machinery**—Hild Floor Machine Co. (floor), 537 Market.

**Malt**—Hayes Valley Malt Products Co., 521 Octavia.

**Mfrs.' Agents**—Clapp & La More, 625 3d to 1889 Mission; Nestle Lemur Co., 821 Market.

**Market**—Duboce Market, 141 Steiner to 202 Valencia.

**Mattresses**—Built-Rite Mattress & Gift Shop, 1785 to 1758 Church.

**Merchandise Agent**—W. C. Hunker, 7 Front.

**Milling**—San Francisco Milling Co., Ltd., export dept., 215 Market.

**Mining**—Cory Mine Co., Ltd., 220 Montgomery.

**Motor Parts**—Robt. A. Baxter, 708 to 739 Polk.

**Movers**—Security Storage & Van Co., 1328 Mission to 1467 Broadway; Yellow Van Co., 1150 Eddy.

**Multigraphing**—Guild Letter Shop, 505 Market.

**Novelties**—Gem Novelty Co., 681 Market to 121 2d.

**Office Supplies**—McElroy Office Supply Co., 122 Front to 531 Howard; Pacific Distributing Co., 451 to 417 Montgomery.

**Oilers**—Jay Manufacturing Co., 699 Van Ness Ave.

**Packers**—Linde Packing Corp., 400 Sansome; Livering Packing Co., 780 Folsom; Sea Pride Packing Corp., Ltd., 600 Sansome.

**Painters**—H. Hutzler, 55 Sterling to 131 Battery; J. H. Kay Co., 681 Market to 121 2d.

**Paper**—American Tissue Mills, 7 Front to 271 Brannan.

**Paper Patterns**—McCall Co., 609 Mission to 942 Market.

**Pencils**—Listo Pencil Corp., 681 Market.

**Photographers**—Quality Photo Service, 1370 California.

**Physicians**—Dr. Geo. H. Locker, 210 Stockton to 150 Sutter; Dr. Benj. J. Edger, Jr., 210 Stockton to 150 Sutter; Dr. Victor D'Erole, 560 to 516 Sutter; Dr. Alme N. Fregeno, 513 Stockton to 2000 Van Ness Ave.; Dr. Vincent V. Hardeman, 291 Geary to 870 Market; Dr. C. E. Hyde, 210 Stockton to 450 Sutter; Dr. A. A. Maximova-Rulaya, 560 to 516 Sutter; Dr. V. H. Mitchell, 560 to 516 Sutter; Dr. J. K. M. Perrine, 150 to 516 Sutter.

**Poultry**—Golden State Poultry Co., 2830 Mission.

**Publicity**—Alan McEwen, 681 to 870 Market.

**Publishers**—Gift & Art Shop, 561 to 511 Market.

**Pumps**—Scott Machinery Co., 948 Folsom.

[continued on page 4]

# Transcontinental FREIGHT BUREAU DOCKET

[continued from page 3]

charged for on basis of actual weight and rates in Item 2195; the weight of the coffee substitutes (cereal) not to be used in making up minimum weight of 24,000 on Cereal Food Preparations.

11014—Newsprint paper, CL, eastbound—Powell River, B. C., to Group "J"; Proposal to amend the explanation of circle 47 reference mark in connection with the Group "J" rate in Item 3915-A of Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent), by reducing the rate from 77c to 72c per 100 lbs.

11015—Canned sardines, CL, eastbound—transit: Request for amendment of Item 1390-D of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide that canned sardines destined Group "J" may be stopped-in-transit to partly unload, subject to charge of 80.30 per car per stop.

10984 (Amended)—Towels, rayon or mixed cotton and rayon, LCL and CL, westbound: Request for inclusion of towels, rayon or mixed cotton and rayon, in Item 2375-F of Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1224 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

## NOTICE OF ACTION TAKEN

April 23, 1930

You are hereby advised of the action taken by the San Francisco Endorsement Council at its meeting Tuesday, April 22, on the following campaign:

### SAN FRANCISCO CONSERVATORY OF MUSIC..... Endorsed

(Campaign to raise \$30,000 from April 21 to May 17, 1930, to provide free musical scholarships for advanced students of unusual merit.)

JOHN L. CLYMER, Secretary.

# LEADS for NEW BUSINESS

[continued from page 3]

**Radio**—General Motors Radio Corp., 74 New Montgomery; Mission Radio Laboratory, 3337 22d to 165 4th Ave.

**Real Estate**—Fred Baldocchi, 105 Montgomery to 365 Bush; Bauman Real Estate Co., 6254 to 1801 Geary; Mission Title & Land Co. (Chas. L. Veyro), 2533 Mission; J. A. Pasqualelli, 785 Market to 1745 Filbert; Chester M. Schofield, 235 Montgomery to 582 Market; Sunset Realty Co., 1846 Irving; Thomas Realty Co., 722 to 934 Clement.

**Repairing**—H. P. Rasmussen, 4336 to 3801 Geary.

**Reproducers**—Upeo Products Corp. (electric pick up), 25 Taylor.

**Restaurants**—Bear Lunch, 116A Market; Beckey's Lunch, 1999 San Bruno; Bessie's Cafe, 681 Haight; Bush St. Dairy Lunch, 1407 Bush; Commercial Cafe, 102 Clay; M. De Vita, 4161 Mission; Old Bon Guot Restaurant, 1230 Powell; Roma Cafe, 242 Columbus.

**Roofing**—Wolford Roofing Co., 1732 Clement to 121 2d.

**Rubber Goods**—Miller Rubber Products Co., 355 Brannan.

**Rugs**—Victorin M. Meyer, 883 Mission to 77 O'Farrell.

**Seed**—Chas. H. Lilly Co., 112 Market.

**Sheet Metal Products**—Carter Specialties Co., 582 Market to 55 New Montgomery.

**Signs**—Clement Sign Shop, 928 Center; Al Neill, 115 Turk to 91 Folsom.

**Sprinkler Systems**—Nu-Way Lawn Sprinkling Co., 966 Dolores to 142 McMillan.

**Stationery**—Geyer's Stationery, 511 Market; Pyramid Sales Co., 55 Stevenson to 58 2d.

**Steamship Agent**—D. A. Vonk, 41 to 681 Market.

**Steamship Operators**—K. P.

M. Line, 444 to 681 Market; North Pacific Australia Line, 240 Front.

**Steel**—Crigler Steel Co., 34 Missouri.

**Stoves**—General Stove Co., 3159B to 3598 Mission.

**Taxi Service**—Western Water Taxi Co., Pier 5.

**Tennis Goods**—Friebig & Warwick, 593 Market to 1895A Haight.

**Tents**—Tent City Store, 139 to 155 Valencia.

**Tile**—Murphy Art Tile & Mantle Co., 1957 Union to 1475 Chestnut.

**Tools and Dies**—General Tool Die & Stamping Works, 204 1st.

**Transportation**—Golden Gate Motor Transport Co., 400 Sansome.

**Upholsterer**—Horbill Furniture Co., 816 Mission to 1143 Market.

**Valves**—Alco Valve Co., Inc., 15 Spear.

**Warehouse**—Pacific Southwest Warehouse Co. of L. A., Van Ness and North Point.

**Waterproofing**—O. H. Mann & Co., Inc., 111 Sutter.

**Window Cleaning**—City Window Cleaning Co., 108 6th to 188 6th.

**Miscellaneous**—American Seating Co., 650 2d; American & Foreign Co., 235 Montgomery; Associated Western Motors, Inc., 235 Montgomery; Alfred C. Aurich, 57 Post; Bonner & O'Neil, 109 Franklin; M. C. Borland, 111 Sutter to 235 Montgomery; California Delicacies, Ltd., 7 Front; California Egg Preserver Co., Ltd., 25 Taylor; Campana Mexicana Del Rosarito, S. A., 405 Montgomery; Canadian Government Trade Comm., 310 Sansome; Central Sales Co., 534 Bush; Darling & Darling, 3 City Hall Ave.; Deora Mfg. Co. Agency, 148 Larkin; J. G. Dreyfus, 255 to 230 California; James Eaves, 560 to 516 Sutter; Fabrig Electrical Instrument Co., 1058 Folsom; Financial Audit & Settlement Board, Hearst Bldg.; Financial World, 90 Bush; Flintkote Co., 200 Bush; Gerard Gravure, Inc., 55 Stevenson; Harbison-Walker Sales Co., Hearst Bldg.; R. Harms, Fell and Van Ness to York and 18th; Home Service Bureau, 557 Market; Wm. Houghteling, 235 Montgomery; Kari-Keen California Co., Ltd., 900 O'Farrell.

## SPECIAL NOTICE

The Foreign Trade Department has been advised by the Consul General of Honduras that according to Decree No. 139 passed by the National Legislature of Honduras on March 18, 1930, on and after May 1, 1930, a fee of 5% ad valorem on the consular invoice will be required, instead of the previous charge of 3%.

A stamp tax of \$1.00 per commercial invoice will continue to be required. When several original invoices are submitted, a \$1.00 stamp must be placed on each invoice.

Beginning with May 1, parcel post shipments should be accompanied by a commercial invoice to be mailed to the postmaster at the place of destination, specifying exactly the kind of merchandise and the correct price of same.

Beginning with May 1, parcel post shipments should be accompanied by a commercial invoice to be mailed to the postmaster at the place of destination, specifying exactly the kind of merchandise and the correct price of same.

Beginning with May 1, parcel post shipments should be accompanied by a commercial invoice to be mailed to the postmaster at the place of destination, specifying exactly the kind of merchandise and the correct price of same.

Beginning with May 1, parcel post shipments should be accompanied by a commercial invoice to be mailed to the postmaster at the place of destination, specifying exactly the kind of merchandise and the correct price of same.

Beginning with May 1, parcel post shipments should be accompanied by a commercial invoice to be mailed to the postmaster at the place of destination, specifying exactly the kind of merchandise and the correct price of same.

## SECOND ANNUAL BOAT SHOW OPENS

[continued from page 1] Stockton to San Francisco and a yacht parade, in which the combined fleets of San Francisco Bay will participate.

## 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, California, for April 1, 1930.  
CITY AND COUNTY OF SAN FRANCISCO } ss.  
STATE OF CALIFORNIA

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, 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, 451 California Street, San Francisco, Cal. Editor, George L. North, 411 California Street, San Francisco, Cal.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also 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 other unincorporated concern, its name and address, as well as those of each individual member, must be given.) San Francisco Chamber of Commerce, 451 California Street, Almer M. Newhall, president, 411 California Street; Robert A. Weston Lynch, vice president and general manager, 451 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 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; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to 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 sold 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 31st day of March, 1930.

[Notary Public, in and for the City and County of San Francisco, State of California.  
(My commission expires April 14, 1931.)

# 1930 Year Book Issue of S. F. Business

will be off the press May 14. Advertisers who have contracted for space are urged to send in their copy as much in advance of publication date as possible. Today would be a good time!

Or, telephone  
Advertising Manager

# DAvenport 5000

## SPECIAL NOTICE

The Foreign Trade Department has been advised by the Consul General of Honduras that according to Decree No. 139 passed by the National Legislature of Honduras on March 18, 1930, on and after May 1, 1930, a fee of 5% ad valorem on the consular invoice will be required, instead of the previous charge of 3%.

A stamp tax of \$1.00 per commercial invoice will continue to be required. When several original invoices are submitted, a \$1.00 stamp must be placed on each invoice.

Beginning with May 1, parcel post shipments should be accompanied by a commercial invoice to be mailed to the postmaster at the place of destination, specifying exactly the kind of merchandise and the correct price of same.

Beginning with May 1, parcel post shipments should be accompanied by a commercial invoice to be mailed to the postmaster at the place of destination, specifying exactly the kind of merchandise and the correct price of same.

Beginning with May 1, parcel post shipments should be accompanied by a commercial invoice to be mailed to the postmaster at the place of destination, specifying exactly the kind of merchandise and the correct price of same.

Beginning with May 1, parcel post shipments should be accompanied by a commercial invoice to be mailed to the postmaster at the place of destination, specifying exactly the kind of merchandise and the correct price of same.

Beginning with May 1, parcel post shipments should be accompanied by a commercial invoice to be mailed to the postmaster at the place of destination, specifying exactly the kind of merchandise and the correct price of same.

Beginning with May 1, parcel post shipments should be accompanied by a commercial invoice to be mailed to the postmaster at the place of destination, specifying exactly the kind of merchandise and the correct price of same.

Beginning with May 1, parcel post shipments should be accompanied by a commercial invoice to be mailed to the postmaster at the place of destination, specifying exactly the kind of merchandise and the correct price of same.

## Newman Tucker Joins Woods-Drury Force

After spending the past few years as Pacific Coast representative of the "Ask Mr. Foster" travel service, Newman Tucker was appointed this week by Ernest Drury, managing director of the Whitecomb and William Taylor hotels, as assistant manager of the two hostleries, in charge of promotion.

Mr. Tucker's appointment marks the launching of a campaign of promotion by the Whitecomb and William Taylor hotels both on the Pacific Coast and in eastern cities, through the medium of personal contact.

Formerly a newspaper man, Tucker served as Associated Press correspondent in Mexico during the Villa-Garranza embroiglio. Later he was promotion manager for the Los Angeles Times. He also was connected with the Western Union Telegraph Company as contact and public relations man.

## Specifications Available

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

Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, California, for supplying the War Department with:

Bronze aluminum powder, paint or enamel, lampblack paint for immediate delivery, and labor and materials for the repair and cleaning of 79 tin round boilers. Bids to be opened April 29.

Tomatoes, green coffee, evaporated milk to be delivered at Fort Mason, May 28 or shipment to Honolulu. Bids will be opened April 8.

Subsistence supplies for delivery to various posts in California from May 15 to 25. Bids to be opened May 12.

Subsistence supplies (principally canned and bottled goods) to be delivered at various posts throughout the Western States from June 10 to 20. Bids will be opened May 12.

## Industrial Conference ...

[continued from page 1]

Commerce and the Real Estate Board on a tour of inspection through the various industrial districts of the San Francisco Bay region.

Members of the executive committee in charge of arrangements for the Industrial Conference include Vice President L. O. Head of the Chamber of Commerce, chairman; President L. A. Weidmuller of the Real Estate Board; Chairman Vincent F. Finigan of the Real Estate Board Industrial Committee; Secretary Leslie E. Burks of the Real Estate Board; Assistant Manager and Comptroller William F. Benedict, and Industrial Department Manager Capen A. Fleming of the Chamber of Commerce.

Registration arrangements at the conference are being handled by the Convention and Tourist Bureau.

## C. of C. Fights for \$2,000,000 Wool Industry

### San Joaquin Excursion to Greatly Increase San Francisco Business

#### Valley Towns Await Visit of Business Leaders

MORE business for San Francisco in the San Joaquin Valley and better understanding of the vital problems affecting the business prosperity of that inland empire will be the principal objectives of the hundred or more San Francisco business men participating in the San Francisco Chamber of Commerce San Joaquin Valley Trade Excursion leaving next Sunday night, May 4.

Arrangements for the reception of excursionists in the valley were made by Domestic Trade Commissioner Theodore Grady, Jr., who visited every one of the thirty-two cities on the itinerary last week. In Bakersfield, Fresno and Stockton dinner meetings with representative business men of these cities have been arranged, and in each community they will be the dinner guests of the San Franciscans.

Judging from the cordial manner in which the business leaders of the San Joaquin Valley are looking forward to the coming excursion, there is every evidence that the trip will be most beneficial both to San Francisco and the individual participants," stated Domestic Trade Commissioner Chairman Herbert Eloesser in charge of the activity.

The San Joaquin Valley Trade Excursion is planned to give San Francisco commercial leaders a more intimate knowledge of the San Joaquin Valley," Eloesser continued. "During the trip, executives will call upon merchants, bankers, and other civic and commercial leaders to tell them of the advantages of San Francisco as a market and ascertain in what way this city may assist in solving their business and civic problems."

Leaving San Francisco via special train Sunday evening, May 4, the hundred or more local business men of the party will travel down the west side of the valley stopping in the cities of Coalinga, Hanford, Tulare, Delano, and Merced on May 5. A dinner meeting will be arranged at Hotel El Tejon in conjunction with the Bakersfield Civic Commercial Association for the evening of May 5.

Following the Porterville branch of the Western Pacific, the party will call upon the cities of Hanford, Lindsay, Exeter, Visalia, Corning, Reedley, Sanger, and Fresno on May 6. In Fresno a dinner meeting with the Chamber of Commerce representatives has been arranged by Grady at the Hotel Californian.

From Fresno the trade boosters will travel through Madera, Chowchilla, Merced, Atwater, Livingston, Turlock, Modesto, and Manteca where stops will be made. Another dinner meeting is being

(continued on page 4)

#### Clay Miller Heads Nominating Committee

CLAY MILLER, former president of the San Francisco Chamber of Commerce, will serve as chairman of the Nominating Committee of the Chamber, selected by the Board of Directors to submit officially a list of twenty-one candidates for directors at the annual election of the Chamber next June. Other members of the Nominating Committee announced by President Almer M. Newhall are:

- R. I. BENTLEY, president, California Packing Corporation.
- COLBERT COLDWELL, Coldwell, Cornwall & Banker.
- A. B. C. DOHRMANN, president, Dohrmann Commercial Company.
- FREDERICK J. KOSTER, president, California Barrel Company.
- A. J. MOUNT, president, Bank of Italy.
- GEORGE M. ROLPH, California-Hawaiian Sugar Company.

Election of the new members of the Board of the Chamber, ordinarily held on the second Tuesday in May, has been postponed this year until June, owing to the annual meeting of the United States Chamber of Commerce in Washington, D. C., early next month, which a number of officers and directors of the Chamber including President Newhall plan to attend in connection with the candidacy of Philip J. Fay for the Board of Directors of the National Chamber. Among those who will attend the United States Chamber meeting are: Wallace M. Alexander, Frederick J. Koster, Philip J. Fay, Walton N. Moore, Robert Newton Lynch and others.

The names of the candidates selected by the Nominating Committee for the Board of Directors of the San Francisco Chamber will be announced the latter part of next month.

#### C. C. Publicity Establishes S. F. as Style Center

San Francisco has been definitely positioned as the style center of the West through motion pictures running in theaters throughout the United States and a flood of still photography sponsored by the Chamber of Commerce on the Spring Style Show staged here early this month at the Fairmont Hotel by the Manufacturers and Wholesalers Association.

"Our purpose," said President Newhall of the Chamber, "was not to advertise any individual industry but rather to picture for the theatre-goers and newspaper readers of the United States the true importance of San Francisco as the style creation center of the West. We feel this has etched an impression in this regard which can be followed up in the next Style Show by the Manufacturers and Wholesalers Association to great ad-

vantage. We all hope that, as the years go by, this Market Week and Style Show will become of greater and greater importance under the aegis of the Manufacturers and Wholesalers Association."

Among the motion and still picture photographic services which participated in spreading the fame of San Francisco as a style center in movies and still photographs of some forty models wearing San Francisco-made gowns, were: Fox Movietone, International Newsreel, Associated Press Photographic Service, Newspaper Enterprise Service, Wide World and the New York Times Photographic Service. Through these agencies the eyes of probably 50,000,000 people were focused on San Francisco as the style creating center of the West.

#### Supervisors Urged to Provide Funds for New Third Street Bridge

The Board of Directors of the San Francisco Chamber of Commerce urged last week that the Board of Supervisors include in their next budget an adequate sum to provide for a new Third Street bridge over the channel in order to save \$150,000 appropriated by the State Harbor Board for the new bridge and which will revert to the Harbor Board unless the Board of Supervisors provides for the city's share of the construction funds. Commenting upon the necessity of immediate action by the Board of Supervisors, President Almer M. Newhall said:

"The construction of the Third Street bridge challenges the immediate attention of the Board of Supervisors and of San Francisco as a whole. May 25 has been set as the date for the closing of the next municipal budget and the pressing necessity of providing the city's share of the cost of the Third Street bridge confronts us as a major problem upon which hinges not only the location of new industries here by the retention of others largely already situated in San Francisco and which are threatening removal unless the bridge is constructed.

(continued on page 4)

#### Removal of Big Annual Payroll Opposed by C. C.

THE San Francisco Chamber of Commerce opened a campaign last week to save a \$2,000,000 San Francisco industry—the scouring and processing of wool—threatened with removal to Boston. In a letter to the National Wool Marketing Association of Boston, to Alexander Legge, chairman of the Federal Farm Board, Washington, D. C., and ten other organizations and individuals interested in the wool industry, President Almer M. Newhall of the Chamber said: "There is an annual payroll of nearly \$75,000 in San Francisco resulting from the scouring, carbonizing, grading and sorting of California wool here. Western wool and western business interests in general are keenly interested in the plans and program of the National Wool Marketing Association as they develop with the cooperation of the Federal Farm Board. The western wool grower is also naturally interested in the growth and development of the West and hence is interested in having the processing of his wool clip done here. California wool can be scoured best by California scouring plants, a fact recognized by eastern buyers. Moreover, it is to the interest of all to save freight on wool in the weight eliminated in the processing done here."

The Chamber's action was dictated by potentialities which lay in the new national marketing set-up in the wool industry through the organization of the National Wool Marketing Association. This is a general wool marketing cooperative to be financed through the Federal Farm Board under terms of recent legislation and of which Draper & Company of Boston will be agents. About 350,000,000 pounds of wool in grease is consumed in the United States annually. The National Wool Marketing Association will handle at least 100,000,000 pounds of this all through the Draper Company whose scouring and processing plants are in Boston.

The total California production of wool is about 25,000,000 pounds. About 30 per cent of this is treated here. The shrinkage in this treatment amounts to about 60 per cent so that the final volume shipped from here amounts to about 3,000,000 pounds, selling in Boston for a total of about \$2,000,000 a year.

"Wool sorters and others engaged in the industry here," said President Newhall, "earn a total of about \$6000 a month. They are skilled employees and they would have to move from San Francisco and our environs to Boston if the industry is lost to us. Once we lose it we probably would never get it back as we would have no skilled help. Moreover, hundreds of tons of soap used in the scouring of wool, a

(continued on page 4)

# SAN FRANCISCO BUSINESS

APRIL 30, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange, Telephone Davenport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

## Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Foreign Trade Department of the San Francisco Chamber of Commerce, 205 Merchants Exchange, Bureau for domestic trade tips. Call DAVenport 5000.

### Foreign Trade Tips

#### 20067—Java Citronella Oil.

San Francisco, Calif. A large exporter of essential oils from Java, such as citronella, cananga, vetiver, patchouly, lemongrass, wintergreen, would like to get in touch with a first-class firm to represent him in California.

#### 20068—Wood Flour.

San Francisco, Calif. Party is anxious to communicate with importers of wood flour.

#### 20069—Dried Fruit.

Hamburg, Germany. Party wishes to represent an exporter of dried fruit.

#### 20070—Agency.

Berlin, Germany. Export representative of very large manufacturing concern desires agent for selling "fibre, forest, and industry railways."

#### 20071—Pineapples.

Hamburg, Germany. Party wishes to represent an exporter of canned pineapples.

#### 20072—Representation for California.

San Francisco, Calif. A German firm is contemplating a very profitable business relation and desires to appoint a Bremen or Los Angeles representative of California products in Germany. This firm is particularly anxious to act as a broker for California cotton. Local commercial reference.

#### 20073—French Walnut, Overhead Line Poles, Railway Sleepers.

Strasbourg, France. Manufacturers of timber of all kinds, chemically treated poles for overhead electric lines, chemically treated paving blocks, and tars and their derivatives are desirous of finding a market locally for their products.

#### 20074—Stoves, Ovens, and Machinery.

Naples, Italy. Company is inquiring for the names of manufacturers of oil and electric stoves and ovens for all purposes, and also machinery for selecting and dividing vegetables and fruits, and for making jams, etc.

#### 20075—Chinese Produce.

Tientsin, China. Concern wants to communicate with importers of Chinese cotton, sheep wool, egg products, walnuts, prunes, jute, etc. References.

#### 20076—Railway Machinery.

Tientsin, China. Company is interested in purchasing railway machinery and supplies, machine tools, and other industrial machinery.

#### 20077—Old Horseshoes.

Los Angeles, Calif. Party desires to communicate with firms located in San Francisco that purchase locally large quantities of old horseshoes for the purpose of reworking

the material into various steel products at their plants in China.

#### 20078—Representation.

Hongkong, China. Party wishes to obtain the representation of any products that are in demand in the Chinese market or would appeal to that market. Report on this party on file.

#### 20079—Chinese Medicines or Oils.

Indianapolis, Indiana. Company is anxious to get in touch with an importer of medicine and oils from China. They are interested in oils which form the base for strong rubbing liniments.

#### 20080—Oriental Merchandise.

Tulsa, Okla. Proprietor of an interior decoration studio wishes to purchase wholesale Oriental merchandise appropriate to his line of business. Would like to have a catalogue.

#### 20081—Radio Parts.

Tokyo, Japan. Concern wishes to communicate with wholesale radio parts dealers.

#### 20082—Hats.

Osaka, Japan. Hat manufacturing concern wishes to establish connections locally.

#### 20083—Tale.

Kobe, Japan. Exporters of Manchurian tale, ground in Japan, want to communicate with local importers of this commodity.

#### 20084—Fish Nettings.

Tomida, Japan. Company manufacturing fish nettings is seeking a market locally.

#### 20085—Pumps.

Hartlands, Jamaica. Party is anxious to communicate with firms handling deep-well bore-hole turbine pumps, either new or second-hand.

#### 20086—Mining Machinery.

Juticalpa, Honduras. Party is interested in obtaining a small mining machine, capable of treating 5 tons of ore per day.

#### 20087—General Representation.

San Salvador, El Salvador. Party in business as a manufacturers' export distributor desires to obtain the representation of all kinds of clothes, foods, construction materials, etc.

#### 20088—Bananas.

San Francisco, Calif. Party is seeking the names of importers of bananas.

#### 20089—Plant for the Treatment of Quick Silver Ore.

Mexico, D. F. Party is anxious to contact a manufacturer of plants for the treatment of quicksilver ore. Desires a 20-ton plant.

#### 20090—Confectionery Supplies.

Mazatlan, Mexico. Candy factory is in the market for confectionery supplies.

#### 20091—Nursery Products.

Sanlito, Mexico. Government

organization wishes to communicate with local nurserymen with a view to importing grapevines and peach, apple, apricot and pear trees.

#### 20092—General Representation.

New York City. Party who is going to establish permanent headquarters at Buenos Aires and cover the principal cities of South America wishes to represent a group of manufacturers.

#### 20093—Dried Fruit and Sardines.

St. Paulo, Brazil. Import and commission concern wishes to obtain the agency for local firms, particularly exporters of dried fruit and sardines.

#### 20094—Representation in India.

San Francisco, Calif. Party who has been connected with a local importing company dealing with India is leaving for India in June and wishes to make arrangements with San Francisco manufacturers to represent them in India, etc.

#### 20095—Manchurian Representation.

Berkeley, Calif. Party in business in Berkeley with partner leaving for Manchuria this week desires to contact manufacturers interested in sales representation on a commission basis in Manchuria.

### Domestic Trade Tips

#### D-3455—Representation.

Aurora, Indiana. Manufacturers of grinding and pulverizing machinery are interested in securing representation here.

#### D-3456—Agency.

New York City. Concern anxious to establish an agency on the Pacific Coast for the distribution of various toiletries.

#### D-3457—Sales Connection.

Tucson, Arizona. Party in substantial business district wants to establish sales connection for novelty line.

#### D-3458—Sales Executive.

San Francisco. Seeking new affiliation with national concern to represent them on Pacific Coast. Desires to make headquarters in this city or Los Angeles.

#### D-3459—Index Globe.

Los Angeles, Calif. Manufacturers of an index globe are interested in securing manufacturers' agents in this territory to handle their commodity.

#### D-3460—Manufacturer.

San Francisco. Party anxious to merge with established manufacturing concern interested in making a pneumatic shock absorber for airplanes. Full details on file.

#### D-3461—Distributor.

East Orange, N. J. Well established manufacturing concern is desirous of securing a distributor for various lines on the Pacific Coast.

## Transcontinental FREIGHT BUREAU DOCKET

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. Hearing is desired on any subject request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other conditions or recommendations, varying from changes proposed if such modifications appear necessary or advisable in disposing of the subject.

**11016 (Amended)—Pine or rosin pitch (other than brewers') on pine tar, in tank cars, westbound:** Request for amendment on Item 5170-D of Tariff 1-6 (I.C.C. Nos. 115, A-262, 2213 and 122 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and Item 5170-A of Tariff 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for rate of 75c per 100 lbs. on pine or rosin pitch (other than brewers') and pine tar, in tank cars, from Group "M" to the Pacific Coast.

**11017—Cotton waste, in compressed bales, L.C.L., westbound:** Request for amendment of Item 2375-F of Tariff 1-6 (I.C.C. Nos. 115, A-262, 2213 and 1224 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to include cotton waste, in compressed bales, less carloads, to Rate Basis 2.

**11018—Lumber and other forest products from California to Goodrich, Wis. (Soo Line), CL, eastbound:** Proposal to amend Tariff 27-M (I.C.C. No. 1232, H. G. Toll, agent), to provide for rates on lumber and other forest products to Goodrich, Wis. (Soo Line), based 1 cent per 100 lbs. higher than rates applicable to Rate Basis 201.

**11019—Pressed wood boards, CL, eastbound:** Request for amendment of North Coast Lumber Tariffs 17-J (I.C.C. No. 1216, H. G. Toll, agent), 18-K (I.C.C. No. 1222, H. G. Toll, agent) and 28-J (I.C.C. No. 1235, H. G. Toll, agent), to provide for application of "Lumber" rates (commodity Group D) on pressed wood boards.

**11020—Rubber accelerators or softeners, dry, in steel drums, LCL and CL, westbound:** Request for amendment of Item 2370-D, Tariff 1-6 (I.C.C. Nos. 115, A-262, 2213 and 1224 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to include an entry covering rubber accelerators or softeners, dry, in steel drums.

**11021—Boots and shoes, CL, westbound, minimum weight:** Proposal to amend Item 1775-A of Tariffs 1-6 (I.C.C. Nos. 115, A-262, 2213 and 1224 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), by increasing minimum weight from Group "D" and west from 20,000 to 24,000 lbs.

**11022—Freight and passenger automobiles, CL, westbound:** Proposal to reduce the carload rates on freight and passenger automobiles from eastern origin groups to the Pacific Coast under Items 5565 and 5520-A of Tariffs 1-6 (I.C.C. Nos. 115, A-262, 2213 and 1224 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), account rates available via Atlantic ports and Panama Canal.

**11023—Crude Magnesite, CL, eastbound, California to Chippawa, Ontario:** Request for amendment of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide that Group "B" rate of 63c per 100 lbs., named on crude magnesite in Item 2595 of the tariff, minimum weight 80,000 lbs., subject to Note 2 of the item, will also apply from California to Chippawa, Ontario.

**11024—Dried beans, lentils and peas, CL, eastbound, North Coast to Eastern Canada:** Request for amendment of the explanation of Circle H reference mark in connection with the Group "A" rates in Item 3512-B of Tariff 2-2 (I.C.C. No. 1233, H. G. Toll, agent), to also include Port Hope and Napance, Ont., and St. Isidore (Laprairie County), Que.

**11025—Cast iron sign bases, with threaded centers but not otherwise toolled or machined, CL, westbound:** Request for inclusion of cast iron sign bases, with threaded centers but not otherwise toolled or machined, carloads, in either Item 3660 or Item 3730-series of Tariffs 1-6 (I.C.C. Nos. 115, A-262, 2213 and 1224 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11026—Transit on mixed CL of vehicle parts, machinery, electrical appliances, paint, etc., westbound:** Request for amendment of Item 5126-B of Tariff 1-6 (I.C.C. Nos. 115, A-262, 2213 and 1224 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), by adding thereto a note reading as follows: "Shipments are subject to stopping-in-transit to complete loading privileges at points taking Group 'A,' Group 'A-1,' Group 'A-2,' Group 'B,' Group 'C,' Group 'C-1,' Group 'D,' Group 'E' or Group 'F' rates as published in tariffs of individual lines, parties hereto, and lawfully on file with the Interstate Commerce Commission."

# LEADS for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified.

## DOMESTIC TRADE BUREAU OF THE INDUSTRIAL DEPARTMENT

027—Lamp globes, glass or glass and metal combined, lettered or not lettered, Cl., westbound; Request for amendment of Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummeren, W. S. Carlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for carload commodity rate on lamp globes, glass or glass and metal combined, lettered or not lettered, from Group "A" to California.

028—Balusters, in the white, further advanced in manufacture than by sawing, resawing and passing lengthwise through a standard planing machine, cross-cut to length and end-matched, Cl., eastbound; Request for amendment of Items 180-G and 265 of Tariff 1-7 (I.C.C. No. 1216, H. G. Toll, agent), to also include balusters, in the white, further advanced in manufacture than by sawing, resawing and passing lengthwise through a standard planing machine, cross-cut to length and end-matched.

029—Braces, automobile shipping, iron or steel, second-hand (used), I.C.L. and Cl., eastbound; Request for amendment of Item 1235 of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), by changing the entry covering Automobile Shipping Blocks to read:

"Blocks or braces, automobile shipping, iron or steel, second-hand (used), in bundles (See Note)."

030—Refrigerators, other than electric, Cl., eastbound; Request for amendment of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for the same carload rates on refrigerators, other than electric, from California to eastern destination groups as are applicable westbound in item 2252 of Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummeren, W. S. Carlett, B. T. Jones and H. G. Toll, agents, respectively).

031—Health motors, exercising and vibrating machines, Cl., eastbound; Request for inclusion of health motors, exercising and vibrating machines in Item 2560-C of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent).

032—Pop Corn, Cl., westbound; Request for carload rate of 35 cents per 100 lbs. on pop corn, minimum weight 60,000 lbs. from Group "F" to the Pacific Coast under Item 2015-A of Tariffs 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummeren, W. S. Carlett, B. T. Jones and H. G. Toll, agents, respectively) and I-D (I.C.C. Nos. 126, A-272, 2232 and 1230 of Frank Van Ummeren, W. S. Carlett, B. T. Jones and H. G. Toll, agents, respectively).

033—Wooden chairs N. O. S., Cl., eastbound; Request for amendment of Item 2008 of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), by changing the entry "Chairs, not further upholstered than seats or backs," to read, "Chairs N. O. S."

034—Animal or poultry feed, Cl., westbound; Request for amendment of Item 2610 of Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummeren, W. S. Carlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for the following carload rates to California from

Eastern Colorado		
Min. wt.	Group "G"	Group "J"
50,000	63c	59c per 100 lbs.

035—Creosote oil, Cl., westbound; Request for amendments of Item 4155 and 4160-series, Tariffs 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummeren, W. S. Carlett, B. T. Jones and H. G. Toll, agents, respectively) and I-D (I.C.C. Nos. 126, A-272, 2232 and 1230 of Frank Van Ummeren, W. S. Carlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for reduced carload rates from eastern origin groups to the Pacific Coast account rates available via Atlantic ports and Panama Canal.

036—Iron or steel automobile wheels with wooden spokes in mixed carloads with metal automobile parts, westbound; Request for amendment of Item 1115 of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to include iron or steel automobile wheels with wooden spokes.

037—Cellucotton wadding with a backing of glazed paper, in sheets, for packing, cut to shape, Cl. and I.C.L., westbound; Request for inclusion of cellucotton wadding with a backing of glazed paper, in sheets, for packing, cut to shape, in Item 5660 of Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummeren, W. S. Carlett, B. T. Jones and H. G. Toll, agents, respectively), or in a paper item, such as Items 4410-C, 4438-A and 4450.

038—(Reopened)—Printers' matrices in mixed carloads with printers' furniture, westbound; Request for amendment of Item 1507, Tariffs 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummeren, W. S. Carlett, B. T. Jones and H. G. Toll, agents, respectively) and I-D (I.C.C. Nos. 126, A-272, 2232 and 1230 of Frank Van Ummeren, W. S. Carlett, B. T. Jones and H. G. Toll, agents, respectively), to include printers' matrices in mixed carloads from Group "D."

921 (Reopened)—Railway cars, iron or steel, K. D., for export, Cl., westbound; Proposal to amend Item 816 of Tariff 29-T (I.C.C. Nos. 124, A-281, 2265 and 1236 of Frank Van Ummeren, W. S. Carlett, B. T. Jones and H. G. Toll, agents, respectively), by cancelling rate of 46c per 100 lbs from Minneapolis, Colo.

014 As issued and published in Traffic Bulletin of April 19, 1930)—Newspaper paper, Cl., eastbound; Powell River, B. C., to Denver, Colo. Group "J" and intermediate points; Proposal to amend the explanation of circle 17 reference mark in connection with the Group "J" rate in Item 2015-A of Tariff 2-Y I.C.C. No. 1233, H. G. Toll, agent), by reducing the rate to Denver, Colo., and intermediate points from 77c to 72c per 100 lbs.

**Accountants**—Craig & Strachan (certified public), 235 Montgomery; A. H. Merken, 760 Market; R. G. Rankin & Co. (public), 315 Montgomery.

**Adding Machines**—General Adding Machine Exchange, Inc., 561 Market to 22 2d.

**Adjusters**—Co-Operative Adjustment Service, 25 Taylor.

**Advertising and Printing**—Aldene Advertising Co., 942 Howard; Western Advertising & Display Service, 235 Gough.

**Ammunition**—United States Cartridge Co., 235 Montgomery to 2210 24th.

**Apartments**—Henrietta Apartments, 445 Octavia; La Perla Apartments, 1472 Filbert; Roberta Apartments, 757 Leavenworth.

**Architect**—G. Frederic Ashley, 525 Market.

**Association**—Retail Dry Goods Assn. of San Francisco, 681 Market to 15 Stockton.

**Attorneys**—Draper & McClellan, 485 California; E. K. Gulbin, 220 Montgomery; Natalie J. Holly, 582 Market; Holmes, Brewster & Ivins, 235 Montgomery; A. B. Krcft, 220 Montgomery; Morris, Jaffa & Thompson, 1 Montgomery; James A. O'Gara, 220 Montgomery; E. M. Stevenson, 58 Sutter; Sturgis, Probasco & McClean, 206 Sansome; Walter J. Walsh, Hearst Bldg.

**Auto Repairing**—Richards & Madson, Inc., 1698 Pacific Ave.; Chas. S. Richman, 3760 Geary.

**Auto Washing**—Charlie's Auto Wash, 3435 17th.

**Auto Wrecking**—Exchange Auto Wrecking Co., Colma.

**Automobiles**—Nash Motor Car Co., agency, 500 Van Ness Ave.

**Automotive**—Williams Craig Co. (mfg.), 2348 3d.

**Bakeries**—Original Fried Pie Shop, 3260 24th; U-Love Pastry Shop, 1931 Ocean.

**Barber Shop**—Geary Barber Shop, 5511 Geary.

**Beauty Parlor**—Green Beauty Shop, 2623 Clement.

**Belts**—Sutor & Co. (V.), 681 Market.

**Box Lunches**—Red Seal Box Lunch Co., 2491 Folsom.

**Brokers**—Bertoglio-Volandri & Co. (stock), 465 Montgomery; F. W. Birlem & Co. (insurance), 465 Montgomery to 411 California; C. B. Decker & Co. (insurance), 17th and Kansas; E. T. Fremming (real estate), 1095 Market; Frisk & Co. (business), 333 Bush; Hollingberry & Gibson (insurance), 411 California; Ritter-Gibson Co. (insurance), 411 California; Richard H. Rountree (insurance), 111 California; C. S. Sinclair (insurance), 242 to 111 Sansome.

**Builder**—A. J. Falvey, Stanton and Page to 1650 Clay.

**Building Material**—Zenithum Co., Inc., 55 New Montgomery to 3221 20th.

**Cement**—San Jose Cement Co., Balboa Bldg.

**Chain**—Morse Chain Co., 681 Market to 211 9th.

**Cheese**—Tuttle Cheese Co., Inc., 200 Davis to 7 Front.

**Chemicals**—Rhodes Alkali & Chemical Corp., Balboa Bldg.

**Cigars**—Fillmore Smoke Shop, 1113 Fillmore; Slate Smoke Shop, 336 O'Farrell.

**Cleaners**—Dalt Cleaners, 42 Turk; May Rose Dyeing & Cleaning, 2814 11th Ave.; Cuffed Cleaners & Tailors, 1834 Lyon.

**Collections**—California Claim Service, Hearst Bldg.; Mutual Credit & Collection Agency, 703 Market.

**Confections**—Plymouth Sweet Shop, 142 to 212 Plymouth.

**Contractors**—Abbey Construction Co., 369 Arguello; Meyer & Schwartz (general), 308 Kearny.

**Credit Bureau**—Richards Credit Service, 369 Pine.

**Decorators**—Betty Mooney, 451 Post; Piedmont Pacific Decorating Co., 735 Ellis.

**Dentist**—Dr. L. B. Stoddard, 600 Leavenworth to 275 Post.

**Diamonds**—Kosches Bros., 701 Market.

**Dock**—South San Francisco Dock Co., 433 California.

**Draftsmen**—Alfred J. Thibodeau, 101 Post to 681 Market; Inventors Drafting Service, 101 Post to 681 Market.

**Draperies**—N. J. Berchioni, 719 Mission.

**Dresses and Lingerie**—Ann Marston Specialty Shop, 409 Castro.

**Drugs**—General Drug Co., Inc., 1801 Van Ness Ave. to 500 Ellis.

**Electrical Equipment**—Jas. J. Noble Co., 915 Bryant to 765 Mima; Southern Electrical Equipment Co., 682 Mission.

**Engineers**—American Silk Factors, Inc., 68 Post to 333 Fremont; Durand A. Hall (mining), 235 Montgomery;

**Food Service Co.**, 760 Market to 562 Sutter; Western Industrial Engineering Co., 1499 Market.

**Engraving**—Humboldt Woodcut Engraving Co., 500 Howard; Edmund L. Marier, 1242 Sutter to 420 Market.

**Evaporators**—Zeremba Co., 681 Market.

**Express**—B. & K Express & Baggage Co., 1892 Ellis.

**Filters**—American Air Filter Co., Inc., 681 Market.

**Firebrick**—G. E. Bahm Co., 699 2d.

**Flooring**—Expert Hardwood Floor Co., 1713 Eddy; Ideal Floor Co., 696 Mission; Oak Floor Co., 125 to 325 Arlington; Pacific Floor Co., 817 York.

**Florists**—Gibson & Son, 1221 Polk; Hill & Haub, 416 Castro.

**Fruit**—Grand Central Market, Fruit dept., 761 Market.

**Fuel**—H. Harms & Co., 541 Brannan.

**Fur Goods**—Carroll & Smith, 250 Jones; Kevie & Panetta, Ltd., 375 Sutter.

**Furnaces**—Mahr Manufacturing Co. (oil and gas), 116 New Montgomery.

**Furniture**—Monarch Furniture Co., 1649 Market.

**Furniture Refinishing**—George M. Brander, 122 Front to 131 Battery.

**Glass**—Progress Glass Co., 1622 Folsom to 3230 Fillmore.

**Grocers**—Jacobson-Shealy Co., Inc. (wholesale), 118 Davis to 121 Spear; David Richetti, 97 9th to 95 9th.

**Hairdressing**—Bessie Lee Garrett, 150 Powell to 265 O'Farrell.

**Hair Goods**—S. Sommer & Co. (wholesale), 150 Powell to 265 O'Farrell.

**Hats**—Mitchell Hat Shop, 568 Castro.

**Heaters**—Superbu Water Heater Co., 557 Market to 969 Folsom.

**Hospital**—Greens' Ophthalmic Institute & Hospital, 1801 Bush.

**House Cleaning**—Japanese House Cleaning, 2127 to 1902 Buchanan.

**Insurance**—Bruce M. Allen, 233 Pine; Herbert R. Baker, 150 Sansome c.; Commercial Casualty Co. of Glens Falls, N. Y., 351 Pine; Service Dept., 20 Leidesdorff; Consolidated Underwriters, Ltd., 141 Sansome; Finn-Elbow Co., 224 Sansome; John L. Gromerco, Hearst Bldg., Holland-American Underwriters, 519 California; International Reinsurance Corp., 150 Sansome; S. M. Kaha Co., 310 Sansome; Old Line Life Insurance Co. of America, 241 Kearny to 324 Sansome; Phil Rock (general), 165 Montgomery.

**Investments**—First Illinois Co. of Delaware, 235 Montgomery; Milton L. Kane, 235 Montgomery; Realty Investment Co., 1109 Market.

**Janitor Service**—Pioneer Janitor Service, 1619 Golden Gate Ave. to 3 Seymour.

**Jeweler**—Edward Levy, 830 Market.

**Lead**—Carter White Lead Co., 235 Montgomery to 2240 24th; National Lead Co. of California, 235 Montgomery to 2240 24th.

**Linooleum and Rags**—Wm. Walker & Co., 677 Mission to 621 Howard.

**Lithographing**—Galloway Lithographing Co., division of Schmidt Lithograph Co., 545 Folsom to 2nd and Bryant.

**Loans**—Bonner Mortgage Loan Co., 235 Montgomery; Pacific American Building Loan Association, 369 Bush.

**Machinery**—H. M. Shanzer, 200 Davis to 171 Clementina; Stokes & Smith Co. (packaging), 135 Fremont; Taylor & George, 71 Spear.

**Malt**—Bayview Malt Products Co., 5139 3d.

**Mrs.'s Agents**—Henderson & Linde, 200 Davis; Norman L. Huebel, 32 Front.

**Market**—Powell & Jackson Market, 1165 Powell.

**Matches**—Lion Match Co., 625 3d to 541 Market.

**Merchandise**—Hin Sing Chong & Co. (general), 1001 to 928 Grant Ave.

**Milling**—Albers Bros. Milling Co., hay warehouse, 333

[continued on page 4]

# LEADS for NEW BUSINESS Year Book

[continued from page 3]

Berry; Vitimin Northern Milling Corp., 564 Market.

**Motors** — Fuelless Magnetic Motors, Ltd., laboratory, 224 Harriet; Fuelless Magnetic Motors, Ltd., 68 Post.

**Movers** — Tidells Motor Express, 1501 to 1504 Polk; Yellow Van & Storage Co., 1636 Market to 1450 Eddy.

**Notary Public** — John F. Burns, 622 Montgomery.

**Olives** — Lindsay Ripe Olive Co., 112 Market.

**Opticians** — Lasky's, 718 Market to 108 Powell.

**Painter and Decorator** — J. A. Lange, 213 Octavia.

**Paints** — Baer Bros. (mfrs.), 60 California to 247 Fremont.

**Bell Glass & Paint Shop**, 1239 33d Ave.; Dannenbaum Paint Co., 285 to 245 Vallejo; Marks Paint Shop, 1600 Divisadero.

**Paints** — Brounstein Bros. (mfg.), 527 Mission.

**Physicians** — Dr. Jau Don Ball, 870 Market to 450 Sutter.

**Plumbing Equipment** — Mitchell Mfg. Co., 460 5th.

**Plumbing** — Chas. H. Brown Co., 666 Mission.

**Printing** — Jas. H. Beardsley, 1820 Clement; Clyde Dalton, 7 Front.

**Produce** — Anchor Produce Co., 215 Washington.

**Publishers** — D. Van Nostrand Co., 525 Market.

**Pumps** — Denning Co., 854 Polson to 7 Front; James F. Gallagher (oil), 149 California; N. C. Mason (oil), 149 California.

**Radio** — B. C. Gray, 887 Bush; RGO Broadcasting Station, 111 Sutter; Reston Radio Sales Co., 1380 Bush.

**Real Estate** — Combined Income Properties, Ltd., 519 California; Jay R. Fogal, 1071 Valencia to 220 Montgomery; Land Realty Co., 1095 Market; N. Laurie & Co., 5540 Geary; Prudential Realty Co., 4577 Mission; Sheehan & Woolfrey, 105 Montgomery to 425 Bush.

**Repairing** — W. H. Rowland, 25 Kearny.

**Restaurants** — George's Coffee Shop, 301 O'Farrell; German House Restaurant, 600 Turk; Mission Star Restaurant, 29 29th; Palace Diner, 225 Turk; Top Notch Sandwich Shop & Dining Room, 317 Front; Top Notch Sandwich Shop & Dining Room, 3347 Fillmore; Valley Cafe, 1089 Sutter.

**Rubber Goods** — Hewitt-Gutta Pehra Rubber Corp., 7 Front to Spear and Mission.

**Safes** — Diebold Safe & Lock Co., 580 Market to 311 California; Richardson Safe Co., 517 to 580 Market; Schwab Safe Co., 580 Market.

**Safety Equipment** — Standard Safety Equipment Co., 268 Market.

**Scales** — American Kron Scale Co., 681 Market; R. Petrak, 1995 Mission.

**Seals** — American Kron Scale Co., 681 Market; R. Petrak, 1995 Mission.

**Safety Equipment** — Standard Safety Equipment Co., 268 Market.

**Scales** — American Kron Scale Co., 681 Market; R. Petrak, 1995 Mission.

**Safety Equipment** — Standard Safety Equipment Co., 268 Market.

**Scales** — American Kron Scale Co., 681 Market; R. Petrak, 1995 Mission.

**Safety Equipment** — Standard Safety Equipment Co., 268 Market.

**Scales** — American Kron Scale Co., 681 Market; R. Petrak, 1995 Mission.

**Safety Equipment** — Standard Safety Equipment Co., 268 Market.

**Scales** — American Kron Scale Co., 681 Market; R. Petrak, 1995 Mission.

**Safety Equipment** — Standard Safety Equipment Co., 268 Market.

**Scales** — American Kron Scale Co., 681 Market; R. Petrak, 1995 Mission.

**Safety Equipment** — Standard Safety Equipment Co., 268 Market.

**Scales** — American Kron Scale Co., 681 Market; R. Petrak, 1995 Mission.

**Safety Equipment** — Standard Safety Equipment Co., 268 Market.

**Scales** — American Kron Scale Co., 681 Market; R. Petrak, 1995 Mission.

**Safety Equipment** — Standard Safety Equipment Co., 268 Market.

**Scales** — American Kron Scale Co., 681 Market; R. Petrak, 1995 Mission.

ity. Party connected with oil firm preferred.

D-3464—Pumps.

San Francisco. Party anxious to make connections with a responsible manufacturing concern to handle pumps on contract or for distribution.

## Specifications Available

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

Bids are to be submitted to the District Engineer, U. S. Engineer Office, California Fruit Bldg., Sacramento, for supplying all labor and materials, and performing all work for constructing and delivering ahead one survey boat, and will be opened May 13.

Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, for supplying hay, oats, corn, bran, etc. to the various posts on the Western Coast. Bids will be opened May 8; for supplying dry white beans, wheat flour, evaporated milk, and pears to Fort Mason for shipment to Honolulu, bids are to be opened May 9; for supplying subsistence goods to the Transport Wharf, Fort Mason, for shipment to the Philippines.

## REMOVAL OF BIG ANNUAL PAYROLL OPPOSED BY C. C.

[continued from page 1]

large part of which is produced here, would be purchased elsewhere if the national wool cooperative carries through a proposed plan to take the industry away from San Francisco. Hence, the Board of Directors of the Chamber of Commerce have entered a campaign to save the industry and have appealed not only to the National Wool Marketing Association but to other organizations for help in their effort."

It was pointed out by President Newhall that since California wool growers pay the freight charges for wool shipments east, it is in their interest that the scouring and processing be done here so to eliminate the extra tonnage of wool in the grease. "In other words," said President Newhall, "we are contending for the more economic handling of the industry and we invite all San Franciscans who are interested or have any influence to aid us in saving the industry for San Francisco."

## 32 VALLEY TOWNS AWAIT VISIT OF BUSINESS LEADS

[continued from page 1]

arranged at the Masonic Temple in Stockton in cooperation with the Chamber of Commerce there.

From Stockton the party will return on May 8 via the Los Banos branch of the Southern Pacific, visiting Kingsburg, Selma, Fowler, Dos Palos, Los Banos, Gustine, Newman, Patterson, and Tracy and will arrive in San Francisco at 7:25 in the evening.

New members are being

# Year Book Issue of S. F. Business

will be off the press May 1. Advertisers who have contracted for space are urged to send in their copy as much in advance of publication date as possible. Today would be good time!

added to the excursion daily the San Francisco Chamber of Commerce Domestic Trade Bureau where reservations for that trip may be made.

## SUPERVISORS URGED TO PROVIDE FUNDS FOR NEW THIRD ST. BRIDGE

[continued from page 1]

"The building of this bridge will offer facilities for the extension of the South Bell Bay way by the expansion of water front development plans long sponsored by our Chamber south of Channel Street. A new and wider bridge will make possible a greater use of the channel which cannot accommodate the larger ships because of the obstruction of the present narrow bridge opening. If we get this bridge completed it will make possible an industrial development resulting in increased payrolls, business and industry outweighing in their returns to the community the costs of the bridge."

President Newhall pointed out that the Chamber has been advocating the bridge now for more than a year and that unless the necessary moneys are included in the municipal budget before May 23 it will be delayed another year and the city will lose \$150,000 appropriated by the State Harbor Board.

## ANNUAL MUSIC WEEK MAY 4TH TO 11TH

"San Francisco's tenth annual Music Week, to be staged at the Exposition Auditorium from May 4 to 11, is already assured of greater success than has attended the event since it was inaugurated here nine years ago."

That is the statement of Chester W. Rosekrans, executive director of Music Week here during its entire history. He bases his enthusiasm on the fact that the number of registrations in the various contests has more than doubled this year, with thousands of young amateur musicians entered from all parts of northern California.

The R. O. T. C., Boy Scouts, public and parochial schools will be represented in the contests for bands and orchestras and choral groups. An international program will be sponsored by the consuls of foreign nations here, with the folk songs and dances of other lands being featured.

Music Week is financed and sponsored by the city of San Francisco and conducted under the direction of the San Francisco Civic Association. Since its origin here Music Week has spread all over America and more than 3400 American cities will give Music Week programs this year from May 4 to 11.

# Interesting and Unusual Events In San Francisco and Vicinity

Compiled by Information and Statistical Department

## At the Art Galleries—

California Palace of the Legion of Honor, Lincoln Park, May 4 to May 31—San Francisco Art Association's Fifty-second Annual Exhibition.

Courvoisier Gallery, 474 Post Street—Exhibit of Wood Blocks by Prescott Chaplin (Mexican Subjects).

East-West Gallery, 609 Sutter Street—Exhibit of drawings by George W. Kegg and paintings by J. Paget-Fredericks.

Galerie Beaux Arts—Exhibition of paintings of Samoa by Doré Bothwell and drawings by John Carroll.

Gump's, 246 Post Street, South Gallery—Exhibit of sculpture in metal, ceramics, and wood by Fay Gaer.

Women's City Club, 465 Post Street—Decorative Arts Exhibition of the San Francisco Society of Women Artists.

Casa de Mumama, Berkeley—Pastel portraits by the Countess de la Montanya. Photographs by Edwin Avery Field.

Berkeley Art Museum, May 5—Exhibition of Prints from the Yehle Gallery, New York and from collection by John Winkler.

Mills College—Exhibit of Students' Art Work.

## May 2—

8:30 P. M.—Recital by students of the San Francisco Conservatory of Music.

8:30 P. M.—"The Queen's Husband," Community Playhouse.

8:30 P. M.—"Le Malade Imaginaire," presented by Ferrier's Theatre of Art, 1470 Washington Street.

## May 3—

2:30 P. M.—James Willard Schulz and Jessie Louise Donaldson Lecture, "Personal Experiences With the Blackfeet Tribe," Paul Elder Gallery.

2:30 P. M. and 8:30 P. M.—"The Queen's Husband," Community Playhouse.

2:30 P. M. and 8:30 P. M.—"Le Malade Imaginaire," presented by Ferrier's Theatre of Art, 1470 Washington Street.

## May 4—

2 P. M.—Golden Gate Park Band Concert, Ralph Murray, director, Golden Gate Park Bandstand.

2 P. M.—Lecture by Miss Helen Gordon Barker, subject, "The Museum's Collections of Bronze Sculpture," de Young Memorial Museum, Golden Gate Park.

4 P. M.—Stradivarius Quartet, Mills College.

## May 6—

2:30 P. M.—Reading by Mrs. Guy S. Farrington, "The Green Pastures," Paul Elder Gallery.

2:30 P. M.—Robert Pollak String Quartet, Sorosis Hall.

## May 7—

2 P. M.—Lecture by Miss Helen Gordon Barker, subject: "The History of Music and the Collections in the Gallery of Musical Instruments," de Young Memorial Museum, Golden Gate Park.

May 9—

3 P. M.—Lecture by Ralph Helm Johnnot, subject: "Flower Arrangement as an Expression of Design and Color," Paul Elder Gallery.

## May 10—

2:30 P. M.—Two Puppet Plays—"The Magic Tinder Box" and "The Pie and the Tart," presented by Ralph Chesse, Paul Elder Gallery.

Pipe organ recitals by Uda Waldrop every Wednesday, Saturday and Sunday, 3 to 3:15 P. M., California Palace of the Legion of Honor, Lincoln Park.

M. H. de Young Memorial Museum, Golden Gate Park, open to the public without admission charge daily and Sunday from 10 A. M. to 5 P. M.

California Palace of the Legion of Honor in Lincoln Park open to the public without admission charge daily and Sunday from 10 A. M. to 5 P. M.

## PERMANENT ART GALLERIES

Beaux Arts Gallery	166 Geary St.
East-West Gallery	609 Sutter St.
de Young Museum	Golden Gate Park
Courvoisier Gallery	474 Post St.
Gump Gallery	246 Post St.
Palace of the Legion of Honor	Lincoln Park
Paul Elder Gallery	239 Post St.
Valdespino Gallery	345 O'Farrell St.
Vickery, Atkins & Torrey	550 Sutter St.
Worden Art Gallery	312 Stockton St.
Workshop Gallery	536 Washington St.
Schwabacher-Frey Gallery	735 Market St.

## Domestic Trade Tips

[continued from page 2]

D-3462—Sales Connection.

Toledo, Ohio. Party wishes to obtain an agency in Toledo for any manufacturer's line.

D-3463—Representative.

Newark, N. J. Manufacturers of fire brick are seeking to obtain a representative in San Francisco to sell their commod-

# Chamber Leads Fight for Navy Base

## Newhall Heads Champions of Sunnyvale Site

HEADED by Almer M. Newhall, president of the San Francisco Chamber of Commerce, San Francisco's Bay District Naval Base Committee will leave here today night to fight for the selection of Sunnyvale by the House Naval Affairs Committee next Wednesday for the proposed \$5,000,000 Navy Dirigible Base.

Mr. Newhall will go Arthur M. Brown, Jr., president of the San Francisco Junior Chamber of Commerce, E. Haas and Wendell C. Thomas, president of the Santa Clara County Associated Chambers of Commerce, and W. Crozier, consulting engineer.

The departure of the committee for Sunnyvale marks a new advance in the fight which the San Francisco Chamber of Commerce and other chambers in the district have made for the past two years to win the Navy's Pacific Coast Dirigible Base for northern California.

Assembled to them, southern California is making an equally determined effort to have the base at San Diego with the powerful backing of all Los Angeles interests, business and political.

President Newhall last November offered \$1,000 acres at Sunnyvale, ideally located for a dirigible base, to the Secretary of the Navy for \$1.00. His offer was made in the name of the San Francisco Chamber of Commerce, the Down Town Association of San Francisco, the Junior Chamber of Commerce and the Chambers of Commerce of Santa Clara County, San Mateo County, the Oakland Chamber of Commerce, and the value of the land offered for the base estimated at nearly \$500,000, most of which cost the San Francisco Chamber of Commerce underwrote.

"We will present a complete case in behalf of the Sunnyvale site," said President Newhall last night. "We have made an exhaustive engineering survey in the opinion of our engineers, Sunnyvale offers the best location on the Pacific Coast for the dirigible base in a strategic and geographical viewpoint. Our case is complete and convincing, based on engineering facts and figures, data gathered and worked out in maps, charts and photographs at a great cost over many months. We believe that the advantages of the Sunnyvale site are so overwhelming that we have a very good chance of winning the recommendation of the Naval Affairs Committee of the House and are prepared to fight our case through to the bitter end in behalf of the Pacific Coast and of this State of California."

Frederic Supple of the San Francisco Chamber of Commerce, chairman

### MARKS RE-ELECTED HEAD OF RETAILERS

Officers and directors of the Retail Merchants Association of San Francisco for 1930-1931 were elected Monday as follows:

L. H. Marks - - - - President  
 J. J. Eppinger - 1st Vice-President  
 Caehot S. Davis - 2nd Vice-President  
 John L. Clymer - Vice-President and Managing Director

In all, thirty-three directors, representing virtually every aspect of the San Francisco retail trade, were also elected, with Marshal Hale, former president, and Richard M. Neustadt, former managing director, as ex officio officers.

of the Bay District Navy Dirigible Base Executive Committee, expressed confidence last night in eventual victory for the Sunnyvale site over the San Diego offering located at Camp Kearney and likewise offered free to the Government by southern California interests. "Four out of five of the Naval Aeronautical experts who inspected sites on the Pacific Coast for the dirigible base," said Supple, "recommended Sunnyvale to Secretary of Navy Adams." Rear Admiral J. M. Reeves was the only one of the five who favored Kearney."

"Secretary Adams in transmitting the report at the last Congress included both majority and minority reports, advising that either of the locations recommended should be satisfactory, but favored Kearney. Last January, however, Acting Secretary of the Navy Jahncke modified this somewhat by advising Chairman Fred A. Britten of the House Naval Affairs Committee that the Navy Department recommends that either the bill introduced in behalf of Sunnyvale by Congressman Free of San Jose or the bill favoring Kearney introduced by Congressman Swing should be enacted. This abrogated the favoritism shown to Camp Kearney by Secretary Adams."

"The Bay District Committee, which will present the case to the House Naval Affairs Committee a week from today, will also carry with it data on a site for the base at Cotati which was ranked among the first three most favorable locations for the base on the Pacific Coast. "We have won favorable ground in this effort to have the Government build the Navy Dirigible Base in northern California," said President Brown of the Junior Chamber of Commerce. "It has been a hard fight from cold scratch and it has been only through the closest cooperation and unity of all of the business and commercial interests of the whole Bay district that we have been able to achieve the favorable position we now hold and

[continued on page 4]

## San Francisco Leaders Hosts At Big Bakersfield Banquet

SAN FRANCISCO'S "Embassy of Trade and Aid" to the San Joaquin Valley—a special train of 75 business executives of the bay city, headed by President Almer M. Newhall of the San Francisco Chamber of Commerce, were hosts at Bakersfield Monday night to the Bakersfield Civic Commercial Association and more than 100 leading citizens and business men. President Newhall spent the day during stops at Coalinga, Lemoore, Hanford, Tulare, Delano, and Bakersfield, touring ranches, investigating crop conditions of the valley, and learning at first hand of the problems confronting the growers and business men of San Francisco's Golden Bowl of the San Joaquin.

"We are all particularly interested at the present moment," said President Newhall, "in the tremendous effort the grape growers of the San Joaquin Valley are making to save the grape industry of the state through the financing offered by the Federal Farm Board. We of San Francisco all hope that the next few months will see prosperity assured to the farmers of the San Joaquin through stabilized grape production and marketing, adequately financed, as provided in the plan of the Federal Farm Board."

All of the San Franciscans aboard the "Trade and Aid Special" were greeted by friendly delegations at the stops made on the way down, with high school bands playing them out of bed in the early hours of the morning.

A. E. Lemberger, director of the San Francisco Chamber, told his hearers, "we have found a splendid spirit towards San Francisco the length of the San Joaquin Valley, San Francisco," he said, "has a vital interest, a selfish interest, if you please, in the San Joaquin Valley. You are part of our economic life and we, as your financial and business center, are part of your prosperity. That is why we are down here now, to find out how you are getting along, to discover what we can do to help you, and to tell you what you can do to help us build a bigger and better San Francisco to serve your needs and our needs."

Herbert Eloesser, chairman of the Domestic Trade Committee of the San Francisco Chamber of Commerce, spoke on San Francisco as a market city and distributing point for San Joaquin products, and Parker Jackson of the Wells Fargo Bank and Union Trust Company of San Francisco, talked on important merchandising trends and their relation to the prosperity of the San Joaquin.

Hugh Jewitt, president of the Bakersfield Civic Commercial Association, answered, welcoming the San Francisco trade ambassadors on behalf of the people of Bakersfield and told his hosts that the San Joaquin is still a part of San Francisco.

## Immediate Fire Prevention For Ingleside Jail Urged

### A Modern and Larger Building Needed

The Fire Prevention Committee of the Junior Chamber of Commerce yesterday recommended an immediate increase in the water supply of the Ingleside jail and overhauling of the electric wiring system, the erection of two fire walls at the ends of the cell blocks, addition of fire proof balconies, and other measures to prevent a holocaust such as that visited recently upon the penitentiary in Ohio with the loss of more than 300 lives. The committee also recommended to the Board of Directors of the Junior Chamber of Commerce that steps be taken as soon as possible to erect a new, modern and larger jail for the city and county of San Francisco.

Yesterday's meeting was presided over by Robert Levison, chairman of the Fire Prevention Committee of the Junior Chamber of Commerce. Present at the meeting were, Fire Chief Charles J. Brennan and Sheriff W. J. Fitzgerald. Chief Brennan presented his recommendations to the sheriff's office for the prevention of fire hazards at the county jails and which are being made to the Board of Supervisors as a pressing necessity requiring little expenditure of public funds at this time.

# SAN FRANCISCO BUSINESS

MAY 1, 1930

Published weekly by the San Francisco Chamber of Commerce, 265 Merchants Exchange, Telephone Davenport 5000. Subscription \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

## Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Foreign Trade Department of the San Francisco Chamber of Commerce for foreign trade tips, and to the Domestic Trade Bureau for domestic trade tips. Call Davenport 5000. Please use list numbers.

### Foreign Trade Tips

**20096—Vanilla.**  
San Francisco, Calif. Firm located in the Netherlands East Indies is inquiring for names of importers of vanilla.

**20097—Representation.**  
New York, N. Y. Party who is in New York for the purpose of securing agencies of American companies for France is interested in contacting local manufacturers or exporters of foodstuffs, hardware, abrasives, inks, paper, office equipment, chemicals, drugs, and all articles selling to garages and the automobile industry.

**20098—Scrap Iron and Steel.**  
Dusseldorf, Germany. Company is in the market for large quantities of iron and steel scrap.

**20099—Agent for Ceramics.**  
Lisbon, Portugal. Concern which manufactures and exports ceramics, including ordinary decorative tiles, and panels of all dimensions made to order, is seeking an agent acquainted with the market.

**20100—Dried Fruits.**  
Naples, Italy. Party is anxious to represent exporters or packers of dried fruits, especially dried plums. Bank references.

**20101—Timber.**  
Bombay, India. Large well-established concern wishes to contact importers of timber who would be interested in Burmah teak, rosewood, Madagwood, Indian mahogany, engwood, pinyanwood, and other indigenous timbers. Bank references.

**20102—Chinese Linen and Drawn Work.**  
Columbia, S. C. Party is in the market for Chinese linen in green and two or three other colors. Asks for samples with width and prices, also 2 or 3 short samples of drawn work 1 to 2 inches wide. Sample of linen wanted is on file.

**20103—Japanese Silks and Fish Oils.**  
New York City. Party who specializes in the importation of all Japanese silks wants to get in touch with buyers here. Is also interested in contacting buyers of Japanese fish oils, rape seed, linseed, hempseed, and perilla oil. Bank reference.

**20104—Handmade Drawn Work, Embroideries, Etc.**

Swatow, China. Manufacturers of handmade handkerchiefs, drawn work, embroideries, etc., are anxious to find a market for these goods in this country.

**20105—Medicinal Herbs.**

Parrot, Chihli, Mexico. Concern is interested in contacting importers of medicinal herbs of various kinds.

**20106—Garbanzo.**  
Navejoa, Sonora, Mexico.

Party is inquiring for the names of firms interested in the Mexican garbanzo business.

**20107—Garbanzos and Beans.**  
Guasave, Sinaloa, Mexico. Party is interested in contacting wholesale merchants who are importers and exporters of garbanzos and beans.

**20108—Glass Showcases.**  
Honolulu, T. H. Company in the photo supply business is in the market for some glass showcases about eight feet long. Catalog and prices are to be forwarded.

**20109—Guano.**  
Santia Ana, Calif. Party wishes to communicate with an importer or shipper of guano for the purpose of securing the

representation for his county, where his grove-owner acquaintance is large.

**20110—Representation in the Orient.**

San Francisco, Calif. University graduate with three years' recent experience in the government service in Japan and an excellent background is available for manufacturers' representation in the Orient.

**20111—Exhibition Facilities.**  
San Francisco. Firms interested in arranging for exhibition quarters for their products with American Chamber of Commerce of Manila please communicate with the Foreign Trade Department of the San Francisco Chamber of Commerce.

## Transcontinental FREIGHT BUREAU DOCKET

The following shipments which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities, or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

**11035—Bulbs.** Cl. and LCL, eastbound: Request for carload rate of \$1.75 per 100 lbs. or lower on bulbs from California to eastern destinations under Item 2685 of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), also request for reduced less carload rates under this item to Group "D" and west.

**11039—Built-up wood or plywood, faced with unfigured veneer, not wood of value, including gum, cottonwood, sycamore, oak, plain walnut and plain mahogany, in bundles or crates, Cl., westbound:** Request for carload rate of 75c per 100 lbs. on built-up wood or plywood, faced with unfigured veneer, not wood of value, including gum, cottonwood, sycamore, oak, plain walnut and plain mahogany, in bundles or crates, minimum weight 10,000 lbs., from Group "D" to California under Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11040—Calf skins, for export, Cl., westbound:** Request for amendment of Tariff 29-T (I.C.C. Nos. 121, A-281, 2265 and 1236 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for carload rate of \$1.00 per 100 lbs. on calf skins, minimum weight 35,000 lbs., from Texas "Rate Basis 5" points to Pacific Coast ports.

**11041—Pancake flour, packed in inner containers in boxes, Cl., westbound:** Request for carload rate of \$1.05 per 100 lbs. on pancake flour, packed in inner containers in boxes, minimum weight 10,000 lbs., from Group "C" to the Pacific Coast under Tariffs 1-F, 1-F-1 (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 1-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11042—Pressed steel tanks, Cl., westbound:** Request for amendment of Tariffs 1-G (I.C.C. Nos. 115, A-262, 2213 and 1224 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 1-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for carload rate of \$1.10 per 100 lbs. on pressed steel tanks, minimum weight 35,000 lbs., from Group "D" to the Pacific Coast.

**11043—Gasoline strainers in mixed carloads with automobile parts, westbound:** Request for inclusion of gasoline strainers (composed of metal head and glass bowl with a fine mesh screen in the top) in Item 5137-D of Tariff 1-G (I.C.C. Nos. 115,

A-262, 2213 and 1221 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11044—Bags or bagging, Cl., eastbound:** Request for carload rate of from \$8.60 to \$1.00 per 100 lbs. from California to Texas points under Item 1120-A of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent).

**11045—Window shade fixtures, LCL, eastbound:** Request for 1 carload rate of \$3.65 per 100 lbs. from California to Group 4 under Item 3573 of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent).

**11046—Canned goods, Cl., westbound transit:** Request for amendment of Item 1920 of Tariffs 1-G (I. C. C. Nos. 1, A-262, 2213 and 1221 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 1 (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to permit stoppings-in-transit to complete loading Central Freight Association territory.

**11047—Electrical appliances, electrical locomotives, etc., export, Cl., westbound:** Request for amendment of Item 7 of Tariff 29-T (I.C.C. Nos. 121, A-281, 2265 and 1236 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), by adding thereto the following commodities: Fuse blocks, capacitors, converters, welding equipment, gears, electrical insulating compounds, in bags, electric or steam locomotives (not moved on own wheel raebots, switch relays, insulating tape, transformer bang or books.

**11048—Decorative evergreens, Cl., eastbound, storage-in-transit:** Request for amendment of Item 1767-A of Tariff 2 (I.C.C. No. 1233, H. G. Toll, agent), to permit storage-in-transit privilege at a transit charge of 6c per 100 lbs.

**11049—Minimum charge for issuance of separate bills of lading to Pacific Coast ports on carload shipments consigned to or more consignees at one or more destinations in Hawaii Islands, Orient and Australasia:** Request for amendment, Item 1, page 38 of Tariff 29-T (I.C.C. Nos. 121, A-281, 2265 and 1236 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), by reducing the minimum charge from \$2.65 to \$1.50.

**11050—Wood charcoal, Cl., westbound:** Request for establishment of the following carload rates (in cents per 100 lbs., on wood charcoal, in cloth or paper bags, or in bulk, minimum weight 26,000 lbs., subject to Rule 34 of Western Classification, Pro-Crosscut, Ark., to the Pacific Coast under Tariffs 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 1-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively):

	Group:	D	E
Tariff 1-G		—	87
Tariff 1-D		89	—

**11051—Chinaware, porcelainware, earthenware or stoneware, LCL, eastbound—San Francisco, Calif., to Fargo, N. D.:** Proposal to amend Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for less carload rate of \$3.21 per 100 lbs. on chinaware, porcelainware, earthenware or stoneware as describe in Item 3000 of the tariff from San Francisco, Calif., to Fargo, N. D., via Portland, Ore.

**11052—Crude or ground mica, Cl., westbound—Grinding-in-transit:** Proposal to amend Item 8315, Supplement 17 to Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agent, respectively), to provide for grinding-in-transit privileges as published in tariffs of individual lines.

**Crude or ground mica, Cl., westbound—Rate and grinding-in-transit from La Madera, N. M., to Ogilby, Calif.:** Proposal to amend Tariff 1-G to provide for carload rate of \$12.10 per 100 lbs. on crude or ground mica from La Madera, N. M. to Ogilby, Calif., subject to grinding-in-transit privilege a Blend or Trinidad, Colo., as published in tariff of individual line.

**11053—Dyes and dye stuffs, for export, Cl., westbound:** Proposal to amend Tariff 29-T (I. C. C. Nos. 121, A-281, 2265 and 1236 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), by establishing therein carload rate of \$1.50 per 100 lbs. on dyes, in boxes or packed in cabinets, and dye stuffs, in boxes, minimum weight 35,000 lbs., from Rate Basis 3 to Pacific Coast ports.

**11054—Coke, Cl., westbound:** Request for carload rate of \$5.00 per net ton of 2000 lbs. (25c per 100 lbs.) on coke from Group "9" to California under Tariff 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11055—Bran, middlings, shorts and millstuffs, Cl., eastbound:** Request for inclusion of bran, middlings, shorts and millstuffs in the "Flour" column of Item 3765-A, Tariff 2-Y (I.C.C. No. 1263, H. G. Toll, agent).

**11056—Well boring or well drilling machines, portable, LCL, westbound:** Request for less carload rate of \$3.30 per 100 lbs. on well boring or well drilling machines, portable, from LeMars, Iowa, to the Pacific Coast under Tariffs 1-G (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 1-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11057—Edible nuts**, in shell, in bags, C1, westbound: Request for amendment of Item 1130 of Tariff 1-6 (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for carload rate of \$1.75 per 100 lbs. on edible nuts, in shell, in bags, minimum weight 30,000 lbs., from eastern origin groups to California.

**11058—Hops, machine compressed**, N.O.S., in bales or boxes, C1, eastbound: Request for reduction in the carload rate from the Pacific Coast to the Atlantic seaboard under Item 2260 of Tariffs 2-Y (I.C.C. No. 1233, H. G. Toll, agent) and 3-A (I.C.C. No. 1226, H. G. Toll, agent), from \$2.50 to \$2.00 per 100 lbs.

**11059—Hose, belting, packing**, C1, eastbound: Request for amendment of Item 2270-B of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for the following carload rates from California to—

Groups "D" "J"

**11060—Differential lake and rail rates in connection with Western Transit Co. via Green Bay, Wis.**: Proposal to amend Item 52 of Tariff 1-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to also provide for routing through Green Bay, Wis.

**11061—Infusorial earth**, C1, eastbound, to Aberdeen, So. Dak.: Request for carload rate of 65¢ per 100 lbs. on infusorial earth from California (White Hills and Lompoc districts), to Aberdeen, So. Dak., under Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent).

**11062—Metal motorcycle parts in mixed carloads with metal automobile parts**, westbound: Request for inclusion of metal motorcycle parts, mixed carloads, in Item 5435 of Tariffs 1-6 (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 1-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11063—Petroleum or petroleum products**, C1, westbound—from Farmer's Valley, Pa.: Proposal to amend Item 1180 of Tariffs 1-6 (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 1-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for application of Group "H" rates from Farmer's Valley, Pa.

**11064—Drugs, medicines, chemicals**, C1, westbound: Request for amendment of Item 2370-D of Tariff 1-6 (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for carload rate of \$1.12 per 100 lbs., minimum weight 10,000 lbs., from Group "H" to California; the proposed basis to alternate with present basis.

**11065—Refined borax, including boracic acid**, C1, eastbound: Request for amendment of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for the following carload rates on refined borax, including boracic acid, as described in Item 1012-A, minimum weight 80,000 lbs., from Troma, Calif., to—

Groups: A-B-C1-K-L-M-C	D-E-F-G-H-J
70c	65¢ per 100 lbs.

**11066—Pears**, C1, eastbound: Proposal to amend Item 3810 of Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent), by extending expiration date of Column A rates under Note 2 from Oregon points to eastern destinations until December 31, 1930.

**11067—Application of rates via San Francisco, Calif., in connection with Southern Pacific Company**: Proposal to amend Tariffs 1-6 (I.C.C. Nos. 115, A-262, 2213 and 1221 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), 3-A (I.C.C. No. 1226, H. G. Toll, agent) and 27-M (I.C.C. No. 1232, H. G. Toll, agent), by eliminating San Francisco as a California junction point between the Southern Pacific Company and its connections on traffic moving between California and eastern points, also to restrict the routing in Tariff 1-G so that traffic moving via the Ogden gateway to southern California cannot move via San Francisco, and likewise, traffic moving via the El Paso gateway to northern California cannot move via San Francisco.

**11068 (Reopened)—Magnesite, Crude or calcined (ground or unground)**, C1, eastbound—to Atlanta, Ga.: Request for amendment of Item 2385-series of Tariffs 2-Y (I.C.C. No. 1233, H. G. Toll, agent) and 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for carload rate of 63¢ per 100 lbs. from the Pacific Coast to Atlanta, Ga.

**11069 (Reopened)—Wine tonic**, C1, eastbound: Request for establishment of the same carload rates on wine tonic from California to eastern destinations under Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), as applicable on malt tonic under Item 1230 of the tariff.

**11077 (Amended)—Electric brooders**, K.D., crated, L.C1, eastbound: Request for establishment of the following less carload rates (in cents per 100 lbs.) in Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), on electric brooders, K.D., crated, from California to—

Groups:	A	B	C-C1	D-E-F	G	H-J
	100	150	225	300	275	250

**Electric brooders**, K.D., crated, L.C1, westbound: Request for less carload rate of \$3.00 per 100 lbs. on electric brooders, K.D., crated, from California to—

Groups:	A	B	C-C1	D-E-F	G	H-J
	100	150	225	300	275	250

W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 1-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11023 (Amended)—Magnesite, crude or calcined (ground or unground)**, C1, eastbound—California to Chippawa, Ont.: Request for amendment of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide that Group "C" rate of 65¢ per 100 lbs., named in Item 2395 of the tariff, minimum weight 80,000 lbs., subject to Note 2 of the item, will also apply from California to Chippawa, Ont.

**11036 (As issued and published in Traffic Bulletin of April 26)**—Iron or steel automobile wheels with wooden spokes in mixed carloads with metal automobile parts, eastbound: Request for amendment of Item 1115 of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent) to include iron or steel automobile wheels with wooden spokes.

## Industrial Development

*Reported by the Industrial Department*

### NEW INDUSTRIES

The return of E. H. Tryon, Inc., wool dealers, to San Francisco was recently announced through the purchase by this company of the property on the north line of Brannan Street between First and Second streets, including the two-story and basement building at 230 Brannan Street. The building has a floor area of 100,000 square feet.

Prior to 1906, E. H. Tryon, Inc., was located in the Wool Warehouse of Bluyome and Townsend streets, between Fifth and Sixth, but following the fire in 1906 moved to Stockton. This concern has been established in the wool business in San Francisco since 1887 and has always maintained offices here. The company now contemplates moving its entire Stockton plant and staff of 100 employees to the Brannan Street building around July 1 of this year. The building will be extensively altered to meet the requirements of this firm's business; that of carbonizing and scouring of wool. Mr. L. H. Tryon is manager of the concern.

**California Delicacies, Ltd.**, manufacturers of fancy fruit preserves, jellies, pickled fruit, and fruit in syrups, etc., have recently established headquarters in San Francisco at 7 Front Street. Nationwide distribution of these products is handled from San Francisco. J. S. Teagar is president of this new concern which operates a factory at Santa Clara.

**The Victory Washer Company, Ltd.**, manufacturers of the Victory washers, have located headquarters in this city at 111 Larkin Street, where they manufacture this washing machine. Mr. F. J. Lasar is vice president and general manager.

**California Confections Company**, have recently established factory and headquarters in San Francisco at 351 Sixth Street for the manufacture of various California fruit confections. Walter J. Berger is owner and manager of the new concern.

**Fuelless Magnetic Motors, Ltd.**, have recently established an experimental laboratory for

ington, who is in charge of the experimental work. The office is at 68 Post Street and the laboratory at 224 Harriet Street.

### SPECIAL NOTICE

According to information received from the Vice Consul of Switzerland in San Francisco by the Foreign Trade Department, the Fourteenth Annual Swiss Industries Fair, which was held at Basle from April 26 to May 7, was very successful. Representatives of business firms all over the world visit the fair, and it is understood that a number of California people attended. The Swiss Industries Fair is of benefit not only to the industries of Switzerland, but indirectly also to the California business world.

## Specifications Available

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

Bids are to be submitted to the U. S. Engineer Office, Fourth and J streets, Sacramento, for supplying the War Department with sleeves, nipples, Oils, fees, unions, pipe, bushings, wire file cards, washers, valves, etc. Earliest possible delivery required. Bids are to be opened May 13. For supplying Loh, Rio Vista within 21 days, 8000 Ft. B. M. fir lumber.

Bids are to be submitted to the Office of the General Purchasing Agent, The Panama Canal, Washington, D. C., for supplying bulk motor-grade gasoline and kerosene to be delivered to the Canal Zone by July 5.

Bids are to be submitted to the Quartermaster Supply Office, San Francisco General Depot, Fort Mason, San Francisco, for supplying light hardware to Fort Mason by May 26, bids will be opened May 12; for delivering subsistence supplies to Transport Wharf, Fort Mason, during the month of June,

plies to Warehouse "B," Fort Mason, before May 24, bids to be opened May 13.

### EVERYONE CAN HELP BRING NEW INDUSTRIES TO SAN FRANCISCO

A local business house executive recently learned that the representative of a large eastern factory was in San Francisco looking for an industrial location. The local business man called the Chamber of Commerce Industrial Department and gave them the eastern man's name and the hotel at which he was stopping.

Preserving the source of their information as confidential, the Industrial Department called upon the eastern industrial engineer and as a result was able to supply him with information which will probably result in another large industry considering San Francisco favorably as a site for a new plant.

In all such cases both the informant's name and the business of the visitor is kept as confidential by the Chamber if requested.

Do your part towards bringing new industries. If you know of an eastern representative who is in town investigating industrial possibilities, phone DAVENPORT 5000 and give the information to the Industrial Department.

### BOEING ANNOUNCES NEW COAST SERVICE

Pacific Air Transport, Boeing System, announces inauguration of a night passenger service between Los Angeles and Seattle.

The Boeing mail-passenger plane leaves United Airport, Burbank, 35 minutes' drive from the City Hall of Los Angeles, at 11:15 p. m., arriving at the Oakland Airport at 3:20 a. m. The plane continues on to the Northwest, arriving at Medford at 7:30 a. m., Portland at 9:30 a. m., and Tacoma and Seattle at noon.

Southbound the plane which leaves Portland at 7:25 a. m., arrives in San Francisco at noon and Los Angeles at 5:00 p. m. Boeing officials say this is the first "midnight special" flying between Los Angeles and San Francisco carrying passengers. The fare is the same as railroad fare plus Pullman.

Boeing System has just completed 9,000,000 miles of flying on its Los Angeles-San Francisco-Seattle and San Francisco-Chicago air mail, express and passenger routes.

### REVENUE FREIGHT LOADING

Loading of revenue freight the week ended April 12 totaled 911,210 cars, according to the car service division of the American Railway Association. This was an increase of 43,882 cars over the preceding week, but a reduction of 61,812 cars below the same week in 1929.

## Interesting and Unusual Events In San Francisco and Vicinity

(Compiled by the Information and Statistics Department)



### At the Art Galleries—

California Palace of the Legion of Honor, Lincoln Park, May 4 to May 31—San Francisco Art Association's Fifty-second Annual Exhibition.

Courvoisier Gallery, 474 Post Street—Exhibit of wood blocks by Driscoll Chaplin (Mexican subjects).

East-West Gallery—Exhibit of drawings, crayons and water colors by Claire Von Falkenstein.

California Etchers' Association, 220 Post Street—Exhibition of etching prints.

Gump's Gallery, 246 Post Street—Exhibit of antique and semi-antique Oriental rugs.

Paul Elder Gallery, 239 Post Street—Paintings, lithographs and textiles by Mr. and Mrs. Johannot.

Oakland Art Gallery, 12th and Fallon Streets, Oakland—Annual Exhibition.

Casa de Manana, Berkeley—Exhibition of camera and palette prints by Avery Edwin Field and Charlotte S. Field.

Berkeley Art Museum, 2270 Shattuck Ave.—Paintings by Jeannette Maxfield Lewis. Lithographs by Henrietta Shore. Etchings by John Winkler.

Permanent exhibits at the M. H. de Young Memorial Museum in Golden Gate Park open to the public daily and Sundays from 10 a. m. to 5 p. m.

California Palace of the Legion of Honor in Lincoln Park, open without admission charge every day from 10 a. m. to 5 p. m. Free pipe organ recitals every Wednesday, Saturday and Sunday from 3 to 3:45 p. m.

### May 8—

3:30 P. M.—Concert—Pacific Musical Junior Auxiliary (Music Week program), Exposition Auditorium.

7:15 P. M.—San Francisco Public Schools Musical Festival (Music Week program), Exposition Auditorium.

8:00 P. M.—Lecture by Robert Frothingham, explorer, subject: "Death Valley," illustrated with hand-colored slides, Auditorium U, of C. Extension Bldg., 540 Powell Street.

8:00 P. M.—Lecture by Theo. Worez, subject: "My Experiences and Impressions in Arli," Chinese Room, Women's City Club, 465 Post Street.

8:00 P. M.—Studio program presented at Vivian Wall's Studio, 376 Post Street.

8:00 P. M.—Concert by Stradivarius Quartet, Mills College.

### May 9—

Exhibit of Indian Handicraft, 445 Grant Avenue (afternoon and evening).

8:15 P. M.—Piano recital by pupils of Malen Burnett, Fairmont Hotel.

8:15 P. M.—University of California Senior Extravaganza, "A Good Crime Was Had By All," Oakland Auditorium Theatre, Oakland.

### May 10—

2:30 P. M.—Special Music Week program by children of Municipal Playgrounds, High School of Commerce, Van Ness Avenue and Hayes Street.

2:15 P. M.—Piano recital by pupils of Malen Burnett, Fairmont Hotel.

2:30 P. M.—Two Puppet Plays—"The Magic Tinder Box" and "The Pie and the Tart," presented by Ralph Chesse, Paul Elder Gallery.

7:00 P. M.—Contest—Violin contest finals (Music Week program), Exposition Auditorium.

8:15 P. M.—University of California Senior Extravaganza, "A Good Crime Was Had By All," Oakland Auditorium Theatre, Oakland.

### May 11—

2:00 P. M.—Open Air Band Concert, Golden Gate Park Band, Ralph Murray, director, Band Stand, Golden Gate Park.

2:00 P. M.—Concert by Stradivarius Quartet, Mills College.

3:00 P. M.—Baccalaureate Sermon by Dr. Herman Swartz of the Pacific School of Religion, Faculty Glade, University of California.

3:30 P. M.—Concert—Allied Arts Junior Auxiliary (Music Week program), Exposition Auditorium.

7:00 P. M.—Lecture by Miss Helen Gordon Barker, subject: "The History of Music and Exhibits in the Gallery of Music," M. H. de Young Memorial Museum, Golden Gate Park.

8:20 P. M.—Sunday Evening Concert, Women's City Club, 465 Post Street.

8:00 P. M.—Closing Music Week program in honor of Mother's Day and American Legion, Exposition Auditorium.

### May 12—

8:30 P. M.—Bryde Therese Convery, poetess and dramatic reader in a recital of musical monologues, Santa Maria Hall, 150 Golden Gate Avenue.

## Students of 20 Nations to Be Banquet Guests

### Chamber Host to Foreign Graduates At Annual Dinner

TONIGHT more than three score foreign students from nearly twenty foreign countries, who are graduating this year from universities and colleges of northern California will say good-bye to San Francisco at the Ninth Annual "Banquet of All Nations" to be held in the Commercial Club under the auspices of the Chamber of Commerce. The "Banquet of All Nations" is a tender of friendship and pledge of international cooperation upon the part of San Francisco business men and the scores of students who leave here annually with their degrees from the University of California, Stanford University and other institutions of learning in this part of California.

In addition to some 60 graduates this year, about 100 San Francisco business men and their guests will attend tonight's banquet at which Robert Newton Lynch, vice president in charge of the Department of International Trade and Commercial Relations, who has just returned from Washington, D. C., will preside as toastmaster. Nearly twenty countries will be represented, among them: Turkey, South Africa, Russia, Japan, Iraq, Egypt, Germany, China, England, Armenia, Canada, India, Mexico, and the Philippine Islands.

Tonight's banquet has become a traditional fete under the sponsorship of Dr. Henry P. Grady, manager of the Foreign Trade Department of the Chamber of Commerce. Leonard W. Cutler, director of the Chamber, will talk on "Bonds of International Understanding"; Jorge Estrada will respond for the student graduates, and Dr. Alonzo E. Taylor of Stanford University will officially bid farewell. Kazuo Kawai of Stanford University will speak on "Students and International Relations."

"This Ninth Annual Banquet of all Nations is part of the world-wide work in which our Chamber is constantly engaged in the building of strong international trade and social relations," said Vice President Lynch. "These men who have spent four years or more among us, have absorbed understanding and background of our American ideals and American life and they will carry back with them to their native lands a friendship and comprehension of San Francisco, California and America of lasting value both to their own countries and to our own."

The musical program provided for the banquet will be international and colorful, in costume with Russian, Serbian,

### NEWHALL HEADS CHAMPIONS OF SUNNYVALE SITE

(continued from page 1)  
which we will try to maintain and increase in our presentation of Sunnyvale and Cotati to the Naval Affairs Committee of the House."

The fight for Sunnyvale began January, 1929, with the introduction of a resolution by Chairman Britten of the House Naval Affairs Committee authorizing the establishing of a Navy Airship Base on the Pacific Coast. Congressman Britten's bill passed the House early in March, 1929, and the following April the General Board of the Navy recommended the location of the dirigible base near the west coast preferably in the Los Angeles-San Diego area.

Immediately the Junior Chamber of Commerce of San Francisco opposed this restriction of investigation and choice to southern California and the Special Naval Board headed by Rear Admiral W. A. Moffatt was ordered to inspect all west coast sites that offered suitable physical and other advantages for an airship base. The other members of this Special Board were: Rear Admiral J. M. Reeves, who dissented from the Sunnyvale recommendation; Commander Garland Fulton, U. S. N., Lt. Com. C. E. Rosendahl and Lt. Com. E. L. Marshall.

The Special Board concluded in May, 1929, completed its inspection of the west coast sites and recommended 1700 acres at Sunnyvale near San Jose. On December 6, 1929, Representatives Arthur M. Free of San Jose, and Phil D. Swing of El Centro, introduced opposing bills authorizing, respectively, the acquisition of 1000 acres at Sunnyvale and at Kearney.

Congressman Free will be charged with the presentation of the case for Sunnyvale before the House Naval Affairs Committee next week.

## Leads for New Business

Accountants—Retail charts Audit Co., 821 Market Arts—L. L'Argent (appl. 1281 Fulton).

Association—Monte C. Social Club, Inc., 136 Mission to 270 5th Ave.

Attorneys—Joseph R. De 369 Pine; J. Justin Kogler, Pine; Olive & Fall, 155 1/2 some; Clarence J. Stafford, 1095 Market.

Auto Tops—Weber Auto Co., 1220 to 1230 Post.

Automotive—Pruder Auto Sales, 1253 Bush.

Beauty Parlor—Edwa Beauty Shop, 150 Powell.

Books—Liberty Book St. 87 6th.

Broker—Ward L. Jun (insurance), 354 Pine.

Butcher—J. Baehdolt, 1 O'Farrell.

Campaign Headquarters—Rolph-for-Governor Headquarters, 1028 Market.

Candy—Morris Benson, Jersey; Colonial Candy Sh 369 Turk; Quality Candy C 1553 Folsom; W. S. Redmo 2907 Folsom.

Cement—Aerated Bl Cement Co., 1875 San Bruno

Chimney Sweeping—Chim Sweep Mfg. Co., 218 4th to 1 17th.

Chiropractor—Dr. James Cook, 370 Geary to 391 Sutter

Cigars—Setusji Ho, 1727 P

Dancing Academy—Rio R Dancing Studio, 163 Fell.

Decorators—United Decorators, 1353 Geary; Del Wilson Son, 1941 Ocean.

Dentists—Dr. T. A. Brenna 513 Valencia to 450 Sutter; J. D. Saul, 608 Masonic to 1 Fillmore.

Dresses—Louis E. Sleat Co. (mfrs.), 355 9th.

Employment Bureau—Pratt Employment Bureau, 1 Eddy.

Fruit—Pacific Fruit & Produce Co., 602 Front to 85 2d.

Furnaces—Lennox Furn Co., 782 35th Ave. to 870 40 Ave.

## INTERESTING EVENTS... (continued from column 1)

### May 13—

2:30 P. M.—Reading by Ronald Telfer, "Half Gods," Paul Elder Gallery.

8:15 P. M.—Recital by Genevieve De Vall, dancer, Community Playhouse, 609 Sutter Street.

8:00 P. M.—Art lecture by Hamilton A. Wolf, subject: "The Graphic Arts," Berkeley Art Museum.

8:15 P. M.—Recital by Annette Sutt, violinist, Scottish Rite Auditorium.

### May 14—

2:00 P. M.—Lecture by Miss Helen Gordon Barker, subject: "The Exhibits of the Museum's Oriental Gallery," M. H. de Young Memorial Museum, Golden Gate Park.

### May 15—

8:15 P. M.—Recital by Kathryn Julie Myers, harpist-soprano; Dorothy Pasmore, cellist, and Kathryn Wolf, flutist, Community Playhouse, 609 Sutter Street.

### PERMANENT ART GALLERIES

Beaux Arts Gallery	166 Geary St.
East-West Gallery	609 Sutter St.
de Young Museum	Golden Gate Park
Courvoisier Gallery	474 Post St.
Gump Gallery	246 Post St.
Palace of the Legion of Honor	Lincoln Park
Paul Elder Gallery	239 Post St.
Valdespino Gallery	345 O'Farrell St.
Vickers, Atkins & Torrey	550 Sutter St.
Worden Art Gallery	312 Stockton St.
Workshop Gallery	450 California St.

# SAN FRANCISCO BUSINESS

MAY FOURTEENTH, NINETEEN-THIRTY



AMERICAN  
SAN  
EVANS

YEAR BOOK ISSUE

---

**YOUR BUSINESS**

deserves this *faster*  
and *more accurate* service

**RCA**  
**RADIOGRAMS**

KEEP in direct touch with the commercial and financial capitals of the world . . . by RCA RADIOGRAMS. Direct circuits to Europe, Asia, Africa, Central and South America, the West Indies and Australasia. No relays, no delays . . . RCA RADIOGRAMS are the *quickest* and *most accurate method* of handling all foreign correspondence.

*Mark your messages*

*"Via RCA"*

*Quickest way to all the world*

---

**R. C. A. COMMUNICATIONS, INC.**

**28 GEARY STREET SAN FRANCISCO**

Telephone GARfield 1200

---

# Money can't buy better oil than **ZEROLENE**



**STANDARD OIL COMPANY OF CALIFORNIA**

Presenting the Standard Symphony Orchestra, the Standard Symphony Hour offers its Programs of enjoyable music every Thursday Evening from 7:30 to 8:30 p. m. over KFI; KGO; KGW; KOMO and KHQ. The Standard School Broadcast is presented Thursday mornings from 11 to 11:15 A.M.

# A trip nearby or across the continent..



*as easily arranged  
as calling for  
a cab*

**A**LL THE DETAILS of your trip can be arranged by telephone. The "Service Bureau," Davenport 4000, will make reservations and deliver your rail and Pullman tickets to your home or office. There is no extra charge for this service.

The "Service Bureau" will also give you any travel information regarding fares, train schedules, routes that offer the maximum value in sightseeing or time saving, etc. A staff of courteous experts is here to serve you.

### *On the Pacific Coast*

Southern Pacific offers fast, frequent service to all Pacific Coast points.

For example, to *Los Angeles*, 9 trains via Coast and San Joaquin Valley lines; to *Sacramento*, 15 trains daily; 5 to *Portland* and *Seattle*; 5 to *Fresno*; 32 down the San Francisco Peninsula.

### *To the East*

A choice of 4 great routes for trans-continental travel permits you to double the enjoyment of your trip by going one way, returning another. Over these routes speed 14 fine trains daily.

**SUNSET ROUTE**, San Francisco to New Orleans and New York via Los Angeles, El Paso and San Antonio.

**OVERLAND ROUTE**, (Lake Tahoe Line), direct to Chicago and other mid-west points via Great Salt Lake, Ogden and Omaha.

**GOLDEN STATE ROUTE**, the direct route Los Angeles to Chicago via Phoenix, El Paso, Kansas City and St. Louis.

**SHASTA ROUTE**, California to the Northwest and east over northern United States or Canadian lines.

*Examples of low roundtrips  
in effect May 22 to September  
30—Return limit October 31:*

Chicago . . . . .	\$ 90.30
Kansas City . . . . .	75.60
New York City . . . . .	151.70
New Orleans . . . . .	89.40

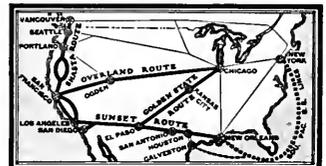
*Via SHASTA ROUTE slightly more.*

### *Through Pullman*

From the Pacific Coast, Southern Pacific offers through Pullmans to many more destinations than any other railroad.

## Southern Pacific

### Four Great Routes





# Santa Fe Service

*'all the way'*

Santa Fe is the only line under one management between California and Chicago, and whether you travel or ship, the Santa Fe slogan, "all the way," is your guarantee of a uniform and excellent service. Luxurious daily trains offer every refinement of modern travel, double track main line, automatic block signals and train control, faster schedules, improved facilities and equipment, make Santa Fe "all the way" the dominant transportation system across the United States.

Fred Harvey meals in dining cars and station dining rooms, are another reason for the popularity of the Santa Fe. A distinctive feature of a distinctive railway.

**Grand Canyon Line**  
*The Indian - detours*



**Santa Fe Ticket Offices and Travel Bureaux**

601 Market Street Telephone SUTter 7600 Ferry Station

**SAN FRANCISCO**

OAKLAND 434 13th Street	B E R K E L E Y 98 Shattuck Square	SACRAMENTO 1006 K Street	SANTA ROSA 516 Fourth Street
STOCKTON 6-7-8 Hotel Stockton Annex	SAN JOSE 15 East Santa Clara Street	PALO ALTO 219 University Avenue	

**Santa Fe** - *Cool summer way East*

**Balfour  
Building**

Southeast  
corner  
of California  
and Sansome  
Streets  
San Francisco  
A 15-story  
modern office  
building  
centrally  
located  
in the  
financial  
section





*Feather River Canyon*  
**THEN** *the Royal Gorge-*

# WESTERN PACIFIC

SCENERY will make your eastern trip twice as enjoyable! Take the Western Pacific to Salt Lake City—a stopover there, if you like, for its innumerable one-day side trips. Or, without change of cars, continue through the most spectacular scenery of Colorado—including the Royal Gorge. Low summer round-trip fares to all points East on sale May 22 to September 30—return limit, October 31.

*The*  
**FEATHER RIVER**  
*Route*

WESTERN PACIFIC—  
 SACRAMENTO NORTHERN—  
 TIDEWATER SOUTHERN



*Booklets, information and reservations from:*  
 WESTERN PACIFIC TICKET OFFICE  
 654 Market Street (across from The Palace)  
 Also Ferry Building, San Francisco  
 Telephone SUtter 1651

A Pabco 10-Year Built-Up Roof . . . 685 squares . . . protects the new Life Science Building of the University of California at Berkeley.

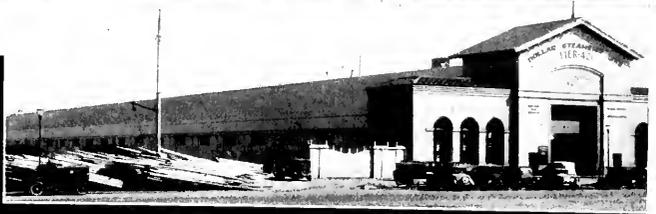


Libby, McNeill & Libby enjoy the protection of a Pabco 20-Year Built-Up Roof on Warehouse B, Oakland. The 2400 squares used 12 carloads of Pabco Products



425 squares of Pabco 15-Year Built-Up Roofing were used on Pier 42, San Francisco, by the California State Board of Harbor Commissioners.

**PABCO  
MULTIPLE  
PROTECTION**



*When X Company erects a skyscraper  
or Mr. Smith plans a new home . . .*

PABCO PRODUCTS play a leading role. Nothing too large, nothing too small, anywhere, anyplace . . . wherever there is building or construction work there is a use for Pabco Products.

A new shingle roof for Mrs. Home Owner in Sea Cliff, a Pabco Built-Up Roof for the Life Science Building of the University of California; a fresh coat of Multi Service Paint for the Sultan of Singapore's palace, a 100% Pabco Paint job for San Francisco's new Wm. Taylor Hotel; pipe covering for the P. G. & E. natural gas line to San Francisco . . . Pabco Products all . . . part of Pabco's Multiple Protection Service.

# PABCO PRODUCTS

THE PARAFFINE COMPANIES, INC.

LOS ANGELES · OAKLAND · SAN FRANCISCO · PORTLAND · SEATTLE · KANSAS CITY  
SOMERVILLE, N. J. · NEW YORK CITY · LONDON, ENGLAND · SYDNEY, AUSTRALIA

Manufacturers of

Pabco Multi-Service Paints, Varnishes, Lacquers and Enamels, Pabco Waterproofing Paints and Compounds, Mastipave, Pabco 10, 15 and 20 Year Roofs, Malthoid Membrane Dampcourse, Pabcobond and Other Products



Herbert Hoover on his vacation amidst the Redwoods of Humboldt County—*Wide World Photo*

## Inspiration on the REDWOOD EMPIRE TOUR

**T**HEODORE ROOSEVELT called the Redwoods "living monuments of beauty." Herbert Hoover loves to spend his vacations in the companionship of these majestic Sequoias, survivors from pre-glacial ages.

You, too, will thrill with inspiration when on the REDWOOD EMPIRE TOUR, as the motor coach carries you for scores of miles through dense forests of these giant trees, thousands of which are more than 350 feet high. On the way you'll view a rugged coast of wild beauty, and traverse the scenic canyon of the Eel River.

The Northwestern Pacific Railroad carries you from San Francisco to Eureka, and thence you go by luxurious motor coach to Grants Pass, where connection is made with Southern Pacific "Shasta Route." Travelers holding tickets over this route between San Francisco and Portland—either northbound or southbound—may make this Redwood Empire Tour for only \$10.40 additional fare.

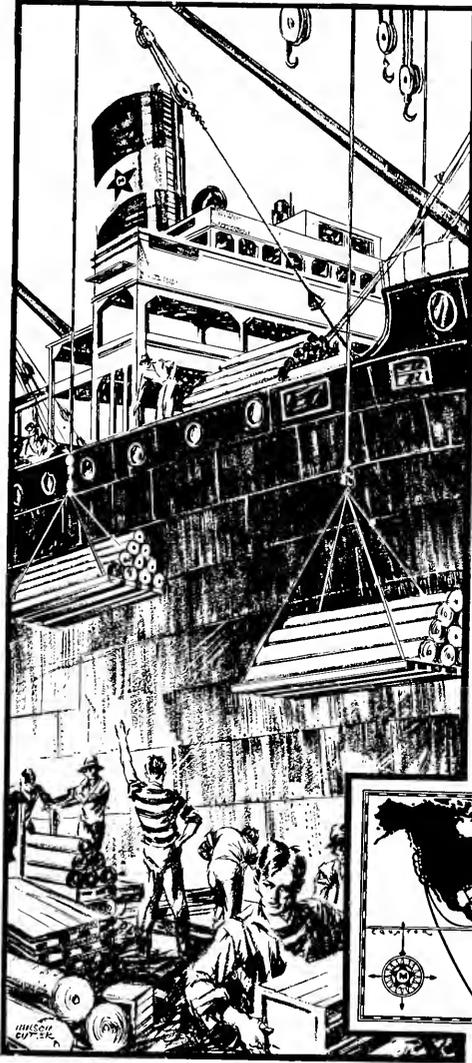
*If you make your trip East via Portland, you can include this inspiring tour by rail and motor coach through the majestic Redwoods*

ASK FOR NEW ILLUSTRATED BOOKLET  
"Redwood Empire Tour"

## NORTHWESTERN PACIFIC

REDWOOD EMPIRE ROUTE

TICKET OFFICES: FERRY BUILDING AND 65 GEARY STREET, SAN FRANCISCO



## Cargoes That Arrive in First-Class Condition

MODERN loading and unloading equipment on ships and at docks of the McCormick Steamship Co. insures cargoes that arrive in first-class condition. This means fewer claims for loss and damage and less troublesome adjustments with the insurance companies. This is our conception of one of the factors that go to make satisfactory transportation service.

*Eliminate Worry . . .  
Ship via McCormick*

### 4 Fleets 80,000 Miles of Service

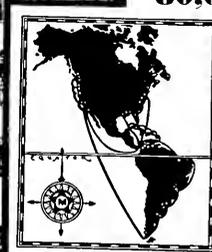
*Pacific Coastwise Freight  
and Passenger Service*

*Regular Intercoastal Service*

*Pacific-Argentine-Brazil Line*

*U. S. Mail Contract Steamers*

*Pacific-Porto Rico Service*



OAKLAND  
PARRTERMINAL  
(Lakeside 3146)

Los Angeles  
San Diego

**McCormick Steamship Company**

215 Market St.  
San Francisco  
DAvenport 3500

Portland  
Seattle  
Tacoma  
Astoria

Vancouver, B. C.



# San Francisco Business

PUBLISHED WEEKLY by SAN FRANCISCO CHAMBER of COMMERCE

GEORGE L. NORTH, Editor

451-465 California Street

Telephone DAvenport 5000

H. H. DEMPSEY, Advertising Manager

Entered as second-class matter at the Post Office, San Francisco, California, under the act of March 3, 1879.

VOLUME XX

San Francisco, Calif., May 14, 1930

NUMBER 20

## Officers of the San Francisco Chamber of Commerce

Almer M. Newhall  
President

L. O. Head  
First Vice-President

J. W. Mailliard, Jr.  
Second Vice-President

Robert Newton Lynch  
Third Vice-President and Manager

Albert E. Schwabacher  
Treasurer

W. F. Benedict  
Assistant Manager and Comptroller



## Board of Directors



H. M. Adams                      A. M. Brown, Jr.

A. F. Lemberger

H. D. Collier                      Leland W. Cutler

R. Stanley Dollar

L. O. Head                      A. F. Hockenbeamer

F. L. Lipman

Geo. P. McNear                      J. W. Mailliard, Jr.

L. H. Marks

Frederick H. Meyer                      Almer M. Newhall

N. R. Powley

J. T. Saunders                      Albert E. Schwabacher

Donzel Stoney

D. G. Volkman                      Louis A. Weidenmuller

A. Emory Wishon



## Chairmen of Standing Committees

A. Emory Wishon, *Agricultural*

Frederick Baruch, *Appeals*

Henry Rosenfeld, *Arbitration*

K. J. Murphy, *Bean Trade*

Frederick H. Meyer, *Bridge and Highway*

Robert Dollar, *China Commerce*

J. W. Mailliard, Jr., *Finance*

Ian Armstrong, *Foreign Trade*

Herbert Eloesser, *Domestic Trade*

C. J. Kelly, *Fresh Fruit Export*

George P. McNear, *Grain*

L. O. Head, *Industrial*

Wallace M. Alexander, *Japanese Relations*

J. H. Polhemus, *Latin American*

Robert B. Henderson, *Legislative*

J. C. Rohlf, *Marine*

Capt. C. W. Saunders, *Maritime and Harbor*

N. R. Powley, *Membership*

Donzel Stoney, *Municipal Affairs*

L. H. Marks, *Publicity*

J. W. Mailliard, Jr., *Transportation*

## TABLE OF CONTENTS

	Page
THE PRESIDENT'S PAGE - - - - -	12
<i>By Almer M. Newhall</i>	
COMMUNITY INDUSTRIAL DEVELOPMENT - - - - -	13
<i>By George C. Smith</i>	
THE SAN FRANCISCO-OAKLAND METROPOLITAN AREA - - - - -	14
<i>By Harrison S. Robinson</i>	
AVIATION IN SAN FRANCISCO - - - - -	16
<i>By Capt. Stanford E. Moses</i>	
SAN FRANCISCO LOOKS AT ITS WORLD - - - - -	18
<i>By Robert Newton Lynch</i>	
THE FINANCIAL EL DORADO OF THE WEST - - - - -	20
<i>By J. K. Novins</i>	
THE PORT OF SAN FRANCISCO - - - - -	22
<i>By Capt. Walter Petersen</i>	
A WORD OR TWO ABOUT OUR CLIMATE - - - - -	25
<i>By T. R. Reed</i>	
ART IN SAN FRANCISCO - - - - -	26
<i>By William Gerstle</i>	
OUR HOSPITALS - - - - -	28
<i>By J. B. Cutter, M. D.</i>	
INDUSTRY AND LABOR IN SAN FRANCISCO - - - - -	29
<i>By Albert E. Boynton</i>	
THE STOCK EXCHANGE - - - - -	30
<i>By Bertram E. Alanson</i>	
THE CONSULAR CORPS OF SAN FRANCISCO - - - - -	32
<i>By Gerald Campbell</i>	
THE RETAIL MERCHANTS ASSOCIATION - - - - -	32
<i>By John L. Clymer</i>	
SAN FRANCISCO IN PICTURES - - - - -	35 to 46
MEETING INDUSTRIAL LOCATION REQUIREMENTS - - - - -	49
<i>By R. B. Koeber</i>	
INDUSTRIAL SECTION—CHARTS AND GRAPHS - - - - -	51-77
INDUSTRIAL GROWTH OF THE CENTRAL CITY - - - - -	78
<i>By Capen A. Fleming</i>	
A FOREIGN TRADE LETTER TO THE MEMBERSHIP - - - - -	79
<i>By William L. Montgomery</i>	
FOREIGN TRADE SECTION - - - - -	81-88
SAN FRANCISCO OF THE PACIFIC - - - - -	89
<i>By R. H. Weisbrod</i>	
OUR DOMESTIC TRADE - - - - -	101
<i>By Herbert Eloesser</i>	
A NEW ERA IN GOLD MINING - - - - -	116
<i>By Harry E. Epstine</i>	

# The President's Page

## DEDICATION

LET this Fifth Annual Edition of "San Francisco Business" dedicate the community of San Francisco and our Metropolitan Area to its destiny in facts, figures and prophecy. Our magazine is well named, "San Francisco Business." The business of the Chamber of Commerce is the business of San Francisco and the business of San Francisco is the life blood of our continued growth to that geographically predestined position as the American Metropolis of the Pacific.



## NOMINATING COMMITTEE

THE following members have been appointed on the Nominating Committee:

Clay Miller, chairman

R. I. Bentley

Colbert Coldwell

A. B. C. Dohrmann

A. J. Mount

Geo. M. Rolph

B. F. Schlesinger

They are hard at work choosing those who, through generous gift of time and energy, will carry on the work of this organization during the ensuing year. May I not express the appreciation of the Chamber to these friends for accepting this responsibility.



## TRANSPORTATION

ONE of the most important factors in the development of any community is transportation. Especially is this true of a great seaport such as San Francisco. The Chamber has long realized this and has made transportation problems one of its major activities, because transportation is the arterial system of industrial development. Therefore, I am happy to advise our membership that Hal M. Remington, a traffic expert of wide experience and prestige, well known to shippers throughout California and the West, has been engaged as head of the Transportation Department of the Chamber. It is your department, built to serve you, to help you definitely work out your specific problems in your individual business. It is at your command.

## INDUSTRIAL DEVELOPMENT

THE Real Estate Board and the Chamber sponsored the Western Industrial Conference held here May 2 and 3. George C. Smith, chairman of the Industrial Division, National Association of Real Estate Boards, made an outstanding address on "Community Industrial Development." It is printed in its entirety beginning on page 13. Let me commend it to a careful reading and study.



## BAY UNITY

ON page 14, Harrison S. Robinson, who gives generously in community service, draws a picture of a new leadership and a new concept in bay district development. A careful study of what he has to say will be worth our attention. He trumpets a call which we must all answer and he blazes a trail which we must follow in continuing the bay district as the metropolis of the West and of the Pacific.



## MORE ON THE BRIDGE

THE Chamber of Commerce of San Francisco through initiative or support is in favor of everything and anything that is soundly economic in the development of this city and the bay area. It is for a Golden Gate Bridge if that bridge is necessary to the progress of San Francisco and its metropolitan area; if it can be built to handle adequately the traffic demands made upon it at a cost which can be justified on sound business principles; and if this cost can be determined accurately and finally before a shovelful of earth is turned in the construction of that bridge. The Chamber likewise supports under the same conditions and safeguards a bridge between Oakland and San Francisco.

Following out this settled policy of the Chamber a competent committee, headed by Director Frederick H. Meyer, is making a thorough study and investigation of the Golden Gate Bridge project in cooperation with the Bridge District Board. This committee will make a definite recommendation to the Board of Directors of the Chamber for action when the data now being collected and collated by the Bridge District Board are before the committee, and not until then. The Chamber is deeply conscious of its responsibility to its members and the people of San Francisco, particularly as 85% of the cost of the projected Gate Bridge will fall upon the taxpayers of San Francisco. The Chamber will fulfill this trust, no matter what criticism may be directed at it or what pressure is brought to bear to position it—one way or the other—as a factor in the propaganda for or against a bridge across the Golden Gate. The bridge is a question of community economics and business, and the people of San Francisco should decide whether they want it or do not want it on a sound business basis.



# COMMUNITY Industrial Development

By George C. Smith

*Manager Industrial Club of St. Louis*

IT is generally recognized that the expansion of manufacturing activities is the quickest and most effective force stimulating permanent community growth. The attraction of tourists and convention delegates, the establishment of wholesale and retail activities, the location of transportation offices and shops and of insurance and other financial headquarters, the establishment of educational and governmental institutions, the location of hospitals—in fact, the attraction of any economic, political or social activity to a community—tends to increase the community's size. But none of these acts so quickly or so permanently as does the acquisition of new manufacturing operations.

No wonder, then, that the average chamber of commerce secretary finds his board of directors and membership clamoring for more factories, and altogether too often his ability as a secretary is measured too closely by his ability to attract new industries to his community.

Normally, an average American community enjoys a growth in population of about one per cent a year or from 10 to 15 per cent a decade, provided, of course, that the city is able, through some activity, to offer employment to its young men and women as they become of working age. But we see a great city like Detroit actually doubling, or more than doubling, its population every decade since it was founded, and Akron and Los Angeles adding as much as 30 per cent in a single year. We

see a great state like North Carolina suddenly become one of the most prosperous and progressive in the nation. And, on the other hand—because of the lack of a permanent population-sustaining basis—we see Florida but a skeleton of its former self, determined, however, to regain as much of its hopes and values as it can, but on a foundation more stable than winter golf and freedom from inheritance taxes. Occasionally, we see a city like Tulsa built on the discovery of a new mineral supply. But Tulsa and its oil have prospered so long that other forces have developed to give it assurance of permanency. Or we see a city like Hartford built around the insurance business, or Hot Springs around mineral waters. Some cities are built around recreational facilities—Atlantic City for example—and a few, none large, are built for the retired classes.

Whatever the principal force around which a city is built, that force is subject to stimulation through a sales effort. As intangible a thing as climate has been sold to build a state and a very great city. The home and educational facilities of many cities have been exploited by sales methods. And committees of leading citizens, too often perhaps, have sold their cities to the politicians for

(continued on page 47)

# The San Francisco

## *Metropolitan Area*

By HARRISON S. ROBINSON



**T**HE people of California over the last ten years have with growing intensity applied themselves

to increasing, both in volume and variety, the manufacturing which is carried on within our state. These efforts will be continued in the future with more and more understanding and intelligence. It is characteristic of our people that no matter what is our industrial condition we are not satisfied with it. We want to improve it.

Soundly conceived and competently managed industry is an indispensable element in the economic life of any well-balanced state. The combination of production from agriculture, mines, forests and other natural resources with production from manufacture of raw materials into finished goods affords the nearest approach to economic security which we know how to achieve.

Therefore, in each geographic area to which nature has given some degree of unity the inhabitants make every effort to achieve economic security by bringing into operation all of the forces of production just mentioned.

Modern industry is complex and highly organized. The demands of any considerable industrial plant are many and various. In consequence, either such plants locate in or near established cities or cities before long grow up about such plants. The things that a manufacturer looks for in seeking a location for his plant are in general the same things that a man would look for if he were seeking a location for a commercial and industrial city. Those things are:

1. A location where trade with a great population can be carried on, home trade, regional trade, foreign trade.
2. Transportation, several main railroads, deep water service, regularly operated truck service

over the city's regional trade area and standard air service.

3. Labor, abundant in variety and number and good in quality and production.

4. Land which in character and price is fit for commerce and industry; the cheaper the better.

5. Cheap and dependable electric power.

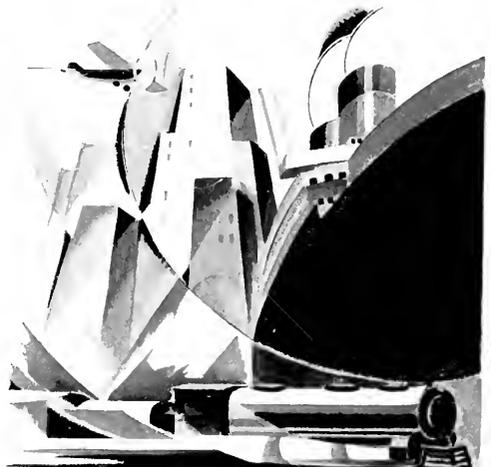
6. Cheap and dependable natural gas.

7. Abundant fresh water, as cheap as possible.

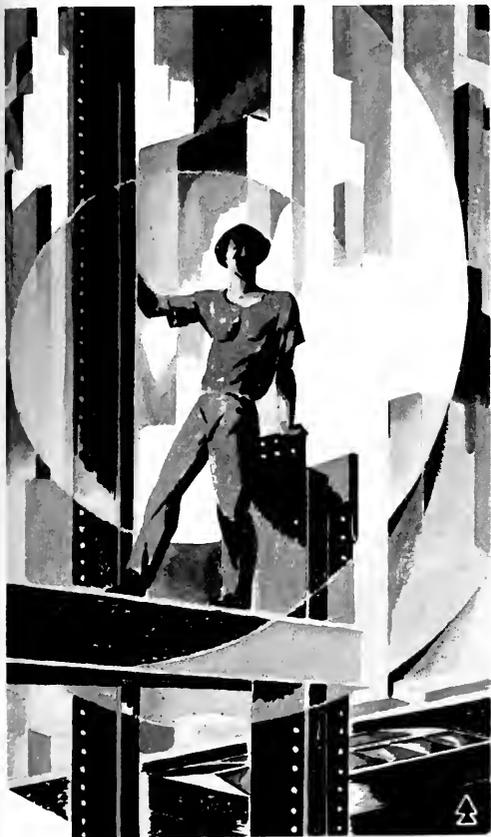
8. A good working climate.

9. Adequate banking and financing facilities.

All cities in the United States now of considerable size were established when commerce and industry were conducted on a much smaller scale than now and were simpler in every way. The political boundaries of such cities often have historical explanations rather than a present-day justification. Industries and commercial establishments locate in the same or adjoining areas in order better to satisfy their many demands. They are compelled to be efficient, and good location is



# Oakland



part of their success. Political boundaries are generally ignored. They succeed by looking forward more than backward. The development of commerce and industry has outstripped our development in political and social organization. And so today we often find areas which are actually commercial and industrial units though they are still divided politically into different cities and even counties. Out of this state of affairs has come the conception and the expression "Regional Industrial Development."

The area bordering on San Francisco Bay presents a striking illustration of a region adapted to industrial development. It also affords an illustration of actual industrial development in a regional way. Up to the present, four counties—

San Francisco and San Mateo on the west side of the bay and Alameda and Contra Costa on the east side of the bay—have made the most conspicuous progress industrially speaking. Geographically the counties of Alameda and Contra Costa are contiguous and homogeneous. Only the initiated know where the one begins and the other ends. The same is true of San Francisco and San Mateo counties on the west side of the bay.

To set forth the extent and variety of the manufacturing conducted in these four counties would assume the formidable proportions of a census enumeration. There are many hundreds of factories and of products, ranging from iron, steel and tin-plate to paper boxes and glass in many forms; from high explosives, fuse, detonating caps and gasoline to medical supplies and optical instruments; from ladies' millinery to engines and machinery. There are automobiles, chemicals, leather goods, cement, brick, lumber, mill work, furniture, paints and oils and rubber goods. Sugar is refined, foodstuffs of every sort are canned, preserved or prepared. The products of mines, quarries, forests, oil wells, agriculture and fishing come into the factories of this region in a raw or semi-prepared state and there are translated into finished products. Such a diversity of industry requires a variety of location. Oil refineries locate upon the waterfront of Contra Costa County at the end of the great pipe lines that bring crude oil and natural gas from the interior valleys. A cement works locates in San Mateo County directly over a great deposit of suitable material. A huge shipyard is found in San Francisco, noted for its ships and shipping since pioneer days. An automobile plant is found in Oakland whence the finished product may be sent by rail or ship or travel on its own wheels to twenty counties. A manufacturer of explosives wishes isolation; a manufacturer of wearing apparel prefers to be nearer the center of business and in the midst of a dense population. A huge steel works demands a great area of cheap land served by the best of rail and water transportation. A manufacturer of optical goods is well located in the upper story of a business building.

All of these manufacturers who would be illy located side by side, who might even be mutually destructive in close proximity, find their natural and ideal setting at one place or another in that marvelous industrial region which the Census Bureau of the United States has now officially des-



*The Army's thundering herd of the air on parade before thousands of spectators at Mills Field, San Francisco.*  
International Newsreel Photo.

# *Aviation in San Francisco*

By Captain Stanford E. Moses

*United States Navy, Retired*

**A**IR maneuvers on a grand scale were conducted in the vicinity of San Francisco in April, 1930. Mather Field, at Sacramento, was the primary air base for these operations and the final phase of the maneuvers ended at Los Angeles. These maneuvers, conducted independently by the air corps of the Army, without collaboration with ground troops or naval forces, wrote a new chapter in the history of preparedness for defense. General Fechet, chief of the air corps, has stated that these maneuvers were the first of their kind in America.

Such operations require a vast amount of preparatory work and study. They are not undertaken without a definite plan and purpose. The ultimate objective is security. The expense involved is warranted by the results achieved. The San Francisco Bay area has been shown to be a key

position of air defense, just as it has long been recognized as of primary importance as a naval base and for military operations. The strength of San Francisco's central position has been emphasized by the air maneuvers. Whatever the character of attack to which the west coast might be subjected in war, whether by land or sea from the air, the position of San Francisco Bay makes the Golden Gate and its adjacent valleys the solar plexus of defense.

The radius from Sacramento to Los Angeles, if swung around to the north, would almost include Portland, Oregon. The radius to San Diego would reach northward to the vicinity of Tacoma and Seattle. The Sacramento Valley is centrally situated between Canada and the Mexican border. Natural geographical conditions give immense strategic strength to the San Francisco Bay area

for the defense of the entire Pacific coastline of the mainland of the United States.

San Diego is nearer the Panama Canal, but the Canal Zone lies under the protection of the Gulf Coast, from Florida to Texas, and San Francisco is nearer to Hawaii. Hawaii depends upon, and defends, the Pacific Coast of the United States. On the Pacific coastline San Diego occupies a weak, flank position. A national boundary line is also a national danger line. From invisible altitudes above Table Mountain, in Mexico, enemy planes might swoop down across Tia Juana upon San Diego before defending forces could be mobilized in the air. Los Angeles would have the advantage of one hundred intervening miles, at least half an hour in time, but San Francisco is protected by the Tehachapi and still greater distance from the Mexican border. San Francisco derives even greater advantages on the north from the natural protection afforded by geographical features; mountain barriers, distance and the outpost airports on the level valley floors; such as Mather Field in the recent maneuvers.

All the airports and flying fields become available in time of war for use as bases for alert stations, air patrols and other forces. Commercial airways, beacons, radio and the weather service would be convertible to defensive use. The commercial air net would be like a web through which invading forces would have to break from the circumference inward toward the center.

The west coast air net, rapidly growing stronger, would become a hornets' nest. Enemy forces should never be able to reach its center or dislodge

it. Outlying airports, ringed around a central position, would not only oppose an enemy's advance but would also threaten an invader's lines of communication from the rear; an untenable situation.

Aviation has added new strength to San Francisco Bay as the key to America's Pacific Coast defenses in the event of enemy forces actually reaching our shores. Equally evident is the strength of San Francisco's aerial position for the offensive-defensive, westward across the Pacific to Hawaii.

Should danger approach from that direction, Hawaii would be the bridge-head; a bridge of ships and aircraft.

### COMMERCIAL AVIATION

There will soon be regular travel by air between California and Hawaii. The Golden Gate is the nearest harbor entrance; 200 miles nearer Hawaii than any other Pacific Coast seaport. Nature made it so. Man cannot alter that fact. Two hundred miles means 10 per cent of the California-Hawaiian distance. Time and distance, time and money, money and distance are inseparably linked in the economies of transportation. Ten per cent is an important saving, in time, distance and money. The saving may well be more important over a shortened airway than it is to seaborne commerce.

The one seaplane attempt to reach Hawaii from California failed by less than 200 miles. The first transatlantic airship crossing brought the British dirigible R-34 to Mineola with fuel left for only 40 minutes cruising.

All aviators who have attempted the flight to

[continued on page 33]



Army Air Corps bombing planes roaring down the moonlit sky during a night raid over the Sacramento Valley.

Wide World Photo.

# SAN FRANCISCO

## *looks at its world*

By Robert Newton Lynch

**T**HE size of the world of any individual or community, is entirely self-determined. We may live in a small world or a large one, according to our imagination or our interests. San Francisco has always lived in a world of considerable extent but her boundaries are now not limited by the most distant horizons.

San Francisco is now taking stock of her world position. Located on a great world port, the focal point of half of the continent of the United States, her manifest destiny is concerned with relationship to every country on the globe. No city has ever been really great except on the basis of sea power. Athens had control of the seas of her world. The Venetians, driven by necessity to the building of their city in the waters of the Adriatic, dominated the Mediterranean and the commerce of her time. Likewise Rome, London, New York. And now in the royal succession, comes San Francisco. And San Francisco has more upon which to base such a hope and conviction than the matchless geographic position which she occupies on the western coast of the Americas. She has commercial leadership in the Pacific, with a background of experience and friendliness with Oriental peoples, with a history of cultivation of the interests and character of the peoples with whom she has sustained solid trade relations, and a merchant citizenship with an international viewpoint.

San Francisco now looks at its world and programs for the future. She has back of her, the Pacific Coast, with its matchless resources and its rapidly multiplying population. In front of her is the entire Pacific area. This area comprehends half the population of the globe. This area is San Francisco's front yard and is becoming as familiar to the leaders of San Francisco as the immediate surrounding territory of less favored municipalities. Close personal contacts have been established with the cities of Japan, China, the Philippines, Straits Settlements, Dutch East Indies, Australasia, New Zealand and the charming islands of the

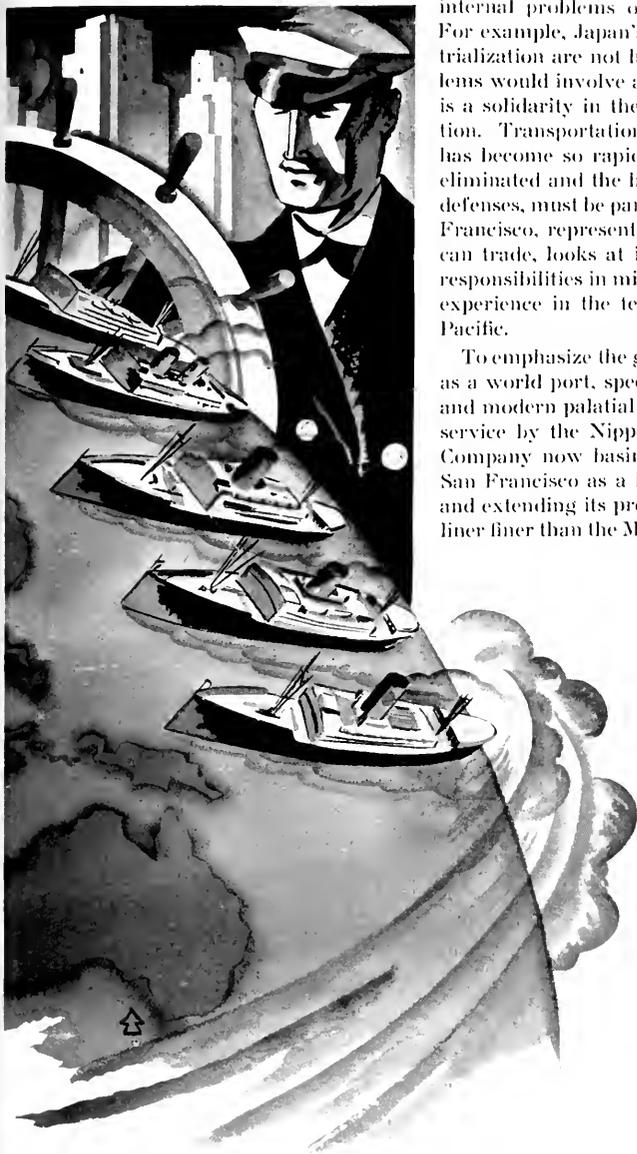
South Seas. This was amply demonstrated by the recent good-will trip of the *Malolo*, whereby all these contacts were deepened and strengthened.

Latin America, especially Mexico, Central America and the west coast of South America, are San Francisco's field. A similar trip to that of the *Malolo* is soon to be undertaken through this territory. As an earnest of the reception which is awaiting our representatives in Latin America, a recent trip to Mexico conducted by the Down Town Association, in which the writer represented the San Francisco Chamber of Commerce, the enthusiasm and cordiality with which the party was received, was impressive.

San Francisco must now look at Europe. The change in the world's traffic lanes, due to the opening of the Panama Canal, is just beginning to be felt. Direct lines from practically every European country are now established to Pacific Coast ports. Magnificent steamers are also plying between New York and eastern ports to San Francisco, and Pacific Coast ports. Thus the great trade involving these services, require attention and cultivation.

It must be obvious to the most superficial observer, that San Francisco is thus, in a most strategic world position. Industrial growth around San Francisco Bay is conditioned on this great world contact. Development of agriculture and the marketing of our natural resources, are dependent on foreign markets.





internal problems of the country with which it deals. For example, Japan's problems of population and industrialization are not her own. Failure to solve such problems would involve a debacle in world commerce. There is a solidarity in the present world commercial civilization. Transportation of commodities, people and ideas has become so rapid that the element of time has been eliminated and the building up of associations instead of defenses, must be part of the modern world program. San Francisco, representative on the Pacific Coast of American trade, looks at its world with these obligations and responsibilities in mind and having already a considerable experience in the technique essential to contacts in the Pacific.

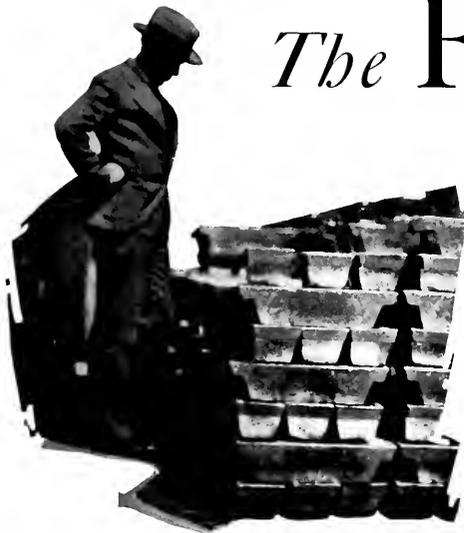
To emphasize the growing importance of San Francisco as a world port, special note should be made of the new and modern palatial steamers now being built and put in service by the Nippon Yusen Kaisha. The great Dollar Company now basing its round-the-world service from San Francisco as a home port is building new steamers and extending its program. Upon May 10th another new liner liner than the Malolo will be laid down by the Matson Company. These are the first fruits of a myriad ships that will soon be plying between Pacific Coast ports.

The San Francisco Chamber of Commerce, having looked at San Francisco's world, and being the responsible organization and representative of San Francisco business, has resolved to do its utmost to serve in future world relationships. Without neglecting domestic trade, or those municipal problems involved in putting our own house in order, the Chamber of Commerce realizes that San Francisco is an international city and its program must be keyed accordingly. To that end every present committee in activity in the Chamber related to national or international subjects, has been grouped into a unified section known under the title of International Trade and Commercial Relations.

A general committee, under the chairmanship of Mr. Wallace M. Alexander, has been set up to have jurisdiction, under the Board of Directors, of this comprehensive movement. A list of the committee, composed as it is, of a cross-section of the best leadership of San Francisco, is impressive and represents the vision and conviction of San Francisco, that commercial leadership of San Francisco in the Pacific must be maintained and extended. The following gentlemen compose this committee:

There has been a great awakening in the great valley of California, based on this realization. Business in the United States at one time was local, then it became national. Now, whenever there is a surplus or a deficit, American business becomes international.

Great problems grow out of this new and challenging situation. While we may not suddenly become free traders, we must be advocates of freer world trade. It is essential that the United States take the keenest and most intimate interest in the



*A load of silver bullion ready for shipment from San Francisco to the Orient.*  
Photo by courtesy of Dollar S. S. Line.

# *The* FINANCIAL *El Dorado* OF THE WEST

*By*  
J · K · NOVINS



**W**HERE gold flowed freely and where commerce crossed its path! Such was the destiny of San Francisco, that when its men turned from the lode to productive labor in field and shop, it continued as the money center of the West.

What a magnificent destiny, and yet how few contemplate the true picture. San Francisco, it seems, is the Mother Lode, with invisible streamlets of gold reaching out into every direction—thin, subtle streamlets which alternate in their flow, like the manifold strands of copper that throb with electric energy.

The financial generators which cluster in a very small area in the heart of the city grow more massive each year, accelerating the flow of capital to far distant points. San Francisco does not content itself to engage in banking of a purely local character. Its financial institutions reach out into every nook and corner of the State, even beyond the boundaries of California. There is not a bank in San Francisco that has not been closely identified with the industrial development of the entire West.

Not alone that San Francisco is the headquarters of the Twelfth Federal Reserve District—the gold reservoir for an empire stretching out more than 700,000 square miles—but of still greater significance is that it has held its financial leadership

from its earliest days. Many of the features of big-scale banking of today were originated in San Francisco when its banks were still in the pioneering stage. It is a matter of historical record that its early banks extended their influence by establishing branches, not only in cities in California, but in Nevada, Utah, Oregon and Washington, so that even before the advent of the Federal Reserve System, San Francisco fulfilled its destiny as the financial reservoir of the West.

We may be surprised to learn that branch banking was originated in the dashing days of San Francisco's early history. During the height of the gold rush, the express companies carried on banking activities in many of the mining camps, and for many years the Wells Fargo and Company, later to merge into the present Wells Fargo Bank and Union Trust Company, maintained branches in many of the smaller cities in California as well as in Nevada and Utah.

Now reputed as California's greatest unit bank—the largest bank west of Chicago operating exclusively in one city—the Wells Fargo Bank and Union Trust Company has always played an important part in the financing of western agriculture and industry. As far back as 1894, this institution carried on banking operations as far north as Portland, Oregon, where it operated an important branch. The Nevada Bank, which it absorbed,

was originated in 1875 by Messrs. Mackay, Flood, Fair and O'Brien of Comstock Lode fame, with a capitalization which exceeded that of any other bank existing in the United States.

Another outstanding example of a San Francisco banking institution which was closely identified with the industrial development of the entire Pacific Coast is the Bank of California. So intimately was it associated with the development and financing of the Comstock mines, that the Bank of California established a branch in Nevada City. It was destined to become one of the outstanding financial institutions in the whole United States as well as on the Pacific Coast, where it extends its sphere of influence by acquiring branch banks in Portland, Seattle and Tacoma. It is today the only banking institution with branches located outside of the state boundary.

From early days, the San Francisco bankers were imbued with the idea of tying in the economic interests of the Sacramento and San Joaquin Valleys with those of the metropolis in the central part of the State. Bankers in San Francisco and Sacramento were keenly alive to potential development of agriculture in these fertile valleys, and to that end localize their banking facilities where these would do the most good. One of the first banking institutions to reach out in this manner was the United Bank and Trust Company of San Francisco, which established branches in Sacramento, Oakdale, Stockton and Fresno. The city which pioneered the state-wide systems of banks also pioneered its agricultural and industrial development.

"The Bank of Italy," states Ira B. Cross, professor of economics of the University of California and authority on California banking history, "was founded at a time when the State was starting with rapid and sure strides, towards an agricultural and industrial development that was to change the commercial aspect of California transforming it from a State of predominant mining activities into a predominantly industrial and agricultural State."

From 1904, when the Bank of Italy was originated with a capital investment of \$150,000, San Francisco has continued as its headquarters, now that its resources exceed the billion-dollar mark, with some three hundred branches distributed throughout the State.

Rudolph S. Hecht, chairman of the Economic Policy Commission of the American Bankers' Association, reported at its convention in San Francisco that in point of branch bank resources California now ranks third, being exceeded only by New York and Illinois. It is particularly gratifying that San Francisco pioneered the branch bank movement in the State, and today dominates this most interesting development.

Statistics of bank clearances, of capital investments and deposits, do not begin to account for the miraculous rise of San Francisco as a banking center, however these may impress the reader. For the underlying factors we must look to the development of San Francisco as the distributing center of the West and the need that this gave rise to for adequate banking facilities. It is interesting to observe here that the successful bankers of early San Francisco were primarily merchants. James Phelan made his fortune as a merchant before devoting his attention to banking. The Seligmans and the Lazards were dealers in foreign exchange whose scope of operations extended in the entire Pacific Coast as well as on the Continent. And so with the Rothschilds of London. It was natural for them to establish their banking facilities in San Francisco, which was the source of wealth and early assumed importance as a foreign trade center. In the words of Professor Cross:

"With the great influx of gold seekers, there naturally arose a demand for goods and supplies, which were shipped in from the four corners of the earth. Importers and commission merchants had to pay their eastern and foreign obligations; miners had to remit funds to their families and relatives; and as a consequence a large number of firms and individuals became exclusively or primarily exchange dealers, while others merely added that activity to those in which they already engaged. It was possible to purchase exchange in practically any financial center in the world through dealers in San Francisco, Sacramento, Stockton and Marysville."

"Unlike San Francisco," he continues, "it took years for Los Angeles to develop her first banking institution. This was to be expected, because from the first days following the discovery of gold, San Francisco was a mercantile community, providing supplies, and also funds, for the more populous cities of the State, while Los Angeles and adjacent territory were concerned primarily with farming and stock raising. Banking houses of one kind or another began in San Francisco practically with the gold rush. The people and business of Los Angeles did not feel the need of banking facilities until many years later."

"Merchants in San Francisco," he continues to observe, "made fortunes by buying their merchandise in the East, paying for it in greenbacks, and selling it in California for gold, but the merchants of Los Angeles and San Diego reaped no such rewards. Their supplies came from San Francisco and had to be paid in gold. Inasmuch as they likewise sold in terms of gold to their customers, they did not have the opportunity of making large profits through the difference existing between the value of greenbacks and gold, as was the



# The Port of San Francisco

By Captain Walter Petersen

*General Manager Steamship Owners Association of the Pacific*

**M**ANY have taken pen in hand to write about the greatest seaport on the Pacific Coast, and one of the most important in the maritime world, but few, however, have the vision of its future world importance. We can only envision this by the progress of the past:

At the site of the old Broadway Wharf there is a tablet upon which is inscribed:

"AT THIS POINT OF ROCKS CALLED  
CLARK'S POINT  
IN THE YEAR 1817  
WILLIAM SQUIRE CLARK  
DROVE PILES AND BUILT THE FIRST WHARF  
IN THE  
BAY OF SAN FRANCISCO."

William Clark was not a seafaring man but an ox-skinner who drove a creaking ox cart across

the plains and at Sutter Fort, General Fremont commandeered his wagon for purposes of state, and after selling his oxen Clark came down the Sacramento River and at Clark's Point he purchased a fifty-vara lot for \$12.50 where he erected the first marine structure that into its pine piling the festive teredo began boring operations that has not ceased to this day.

Clark had an eye to the future business of the port and as he looked over the 150 square miles of bay area, learned of its great depth, its land-locked expanse and its deep and protected entrance he might have dreamed something of the future greatness and importance of San Francisco Bay. Somehow the sailor is never able to see the importance of the future. He comes and goes, spends his money and his time and permits the landlubber to gather in the spoils of endeavor. So we have the first wharf built by an ox-skinner and the greatest

shipping magnate on the Pacific Coast beginning his career peeling potatoes in a kitchen of a logging camp.

Coming down to the present day we see some of the results of the start made by William Clark. Now we have 82 piers with a cargo area of 5,000,000 square feet, the pier area extending over more than fifteen miles and thirty-five important warehouses adjacent to the piers for the storage of surplus freight, and three transcontinental railroads connecting with the fifty-eight miles of belt railroad all under the jurisdiction of a single harbor board that has been in continued operation since 1863.

We hear sometimes that the harbor of San Francisco is the greatest financial asset of the city. But how many of us really know what that asset really is? We learn from the marine department of the Chamber of Commerce that during the year 1929, 7806 ships entered the harbor with an aggregate tonnage of 19,572,704 tons. Some long step since the year 1775 when the little Spanish schooner "San Carlos" poked her inquisitive nose through the Golden Gate and her wondering crew for the first time viewed the peaceful and beautiful haven that has been a place of shelter for the ships of the world ever since.

Walking along the waterfront on a busy day we see the flags of every nation gleaming in the sunlight, our nostrils are assailed by a conglomeration of different smells and we notice with interest curious boxes and cases, cumbersome bales and freight of every kind and description coming from the ports of the world and going to every town and hamlet under the sun.

We notice these things, often with idle curiosity, but when we peer into the statistics of the government we find that during the year just passed, over the busy docks of the port there had been handled 13,651,917 tons of freight valued at \$1,181,111,801, while for the entire bay area 41,019,019 tons of freight valued at \$2,257,717,250 had come and gone to enrich the world with the comforts and necessities of life. We learn too with much satisfaction to our local pride that San Francisco was second in the value and eighth in tonnage in the whole United States.

A total of 98 shipping lines use the port, and of these 66 lines are on regular service schedules, 13 of which are foreign-going lines, 16 intercoastal lines and 7 coastwise lines.

Viewing these statistics it is not difficult for us to realize that the harbor is commercially vital to every man, woman and child that lives in this bay area.

"San Francisco is the only port in the world," says the U. S. Army Engineers and the U. S. Shipping Board, "where the waterfront is owned and has been developed by the state. San Francisco is

a shining example of efficient control of terminal and exchange facilities. There is no friction, no congestion, no unnecessary delays at this port and San Francisco is an example of efficiency which many ports would do well to emulate."

The harbor board is efficient, its personnel has been composed for the greater part of fine, intelligent and patriotic citizens and they have done their work well. Statements concerning the operation of the harbor board have been presented to the public and in almost every instance it has been said among other commendable things, that "The port has never received a dollar from the Federal Government in its development; the harbor has been developed and maintained out of the current revenue and without receiving any assistance in the way of taxes from either the state of California or the city of San Francisco, and the assets of the port are valued at \$50,000,000."

Now noting this splendid showing one wonders sometimes where the money comes from in order to operate and maintain the harbor facilities and also to have a surplus over and above the expenditures of between \$1,000,000 and \$1,500,000 annually. While we accord our full meed of praise to the harbor board, yet sometimes we just wonder if the ship and the shipper did not contribute more or less share in the revenues that has made these glowing reports possible. Without a harbor San Francisco would not be commercially important and without the ships, of course, the harbor would be about what it was when William Clark built his dock at Clark's Point.

We wonder too a bit about the efficiency in loading and discharging the tremendous cargo tonnage of the harmony that exists between the employer and the 6000 employees who are intelligently working day by day on the waterfront and of the peace that has prevailed now for more than ten years. How little the citizens of San Francisco had to do with bringing about this harmonious and efficient order, and how little they had to do with making it possible for some \$10,000,000 to be annually poured into the arteries of commercial life of our community.

According to reports there were 7806 ships arrived in the port during the year just passed. Each one of these ships had crews that drew money during their periods in port; they had to provide provisions, make repairs, and buy stores. These ships provided employment for dry docks, ship chandler employee, machine shops and hundreds of industries that live because the ships sail the seas. It is a conservative estimate that each one of these ships will spend \$100 per day while in port thus a golden stream of new money to the amount of about \$780,000 per year pours into the channels of trade and benefits the citizens of a community, that, as our

# San Francisco *Looks at Its World*

[continued from page 19]

Wallace M. Alexander, chairman; Alexander Baillie, Dr. David P. Barrows, R. I. Bentley, Robert Cabrera, Percy C. Denroche, Paul Dietrich, A. B. C. Dohrmann, Capt. Robert Dollar, S. P. Eastman, A. I. Esberg, Philip J. Fay, Mortimer Fleishacker, Mark L. Gerstle, R. B. Hale, F. F. G. Harper, L. O. Head, Kenneth R. Kingsbury, George W. Kleiser, Frederick J. Koster, Clifton H. Kroll, Roger D. Lapham, J. B. Levison, F. L. Lipman, Atholl McBean, Warren H. McBryde, C. F. Michaels, Clay Miller, Charles C. Moore, Walton N. Moore, Almer M. Newhall, B. F. Schlesinger, R. S. Shainwald, Paul Shoup, George S. Williams.

The writer of this article has been designated as vice president in charge of international trade and commercial relations. To his office and to this committee will be referred for recommendation

and action, all national and international matters affecting the Chamber. The machinery is thus set up to deal more adequately with the vast problems involved. A program is being set up involving much closer personal contacts with the entire Pacific area and South America. Frequent visits will be made by large cruises and smaller representative bodies in the countries concerned. A conference of the business leadership of the Pacific is being advocated. Definite relationships with such bodies as the Institute of Pacific Relations, the Pan American Society, the English Speaking Union and other useful and helpful organizations with special objectives in this international field, will be more closely cemented. Representative international visitors will be assured appropriate attentions and hospitality, and

the opportunity of meeting the business leadership of San Francisco.

This program is a distinct advance in Chamber of Commerce policy. Its development will doubtless be watched with interest by similar organizations. One of its main efforts will be to make the United States Pacific minded and utilize such service and facility which the Chamber of Commerce can offer with its special Pacific knowledge.

Above all, the dominant note of this new effort will be an insistence on good will. Nothing is more psychological nor timely in international affairs today than the eager desire for friendly contacts. A new and revolutionary note has thus been introduced into the area of world trade and to that doctrine the San Francisco Chamber of Commerce and its new program pledges its strongest adherence.

# The Financial Eldorado of The West

[continued from page 21]

case with the merchants of San Diego."

So, after the mines ceased to produce their wealth and California turned to more prosaic industrial activity, gold continued to flow into San Francisco. For San Francisco had become established as a primary money market, where huge sums could be negotiated at rates not above those prevailing in the older markets in the East. In the field of financing, San Francisco assumed the importance of a wholesale distributor. It was natural then that money should flow to it from all directions, in one steady stream. As the entire West developed, so San Francisco increased in importance as its money center. With the speedy development of domestic and foreign trade, San Francisco capital followed in the wake. It became the credit center.

The development of the fruit growing industry, of the canning industry, of the co-operatives, was nourished with capital supplied through the San Francisco banks. The San Francisco Bay district is now the fruit canning center of the state, and the operations of these canneries are financed, almost entirely, by the banks in San Francisco and in the immediately surrounding area. The Federal Land Bank and Intermediate Credit Bank of Berkeley finance the agricultural interests in California, Nevada, Utah and Arizona. The Federal Land Bank has loaned to more than 15,000 growers in this

vast agricultural area, and has chartered many national farm loan associations. The Federal Intermediate Credit Bank, on the other hand, confines its loans to co-operative organizations, agricultural credit corporations and to live stock companies. The principal fruit grower and packing co-operatives in California have been accommodated with loans exceeding \$20,000,000.

It is not pure chance that the big canneries are concentrated in the bay district, instead of being spread out to the various fruit production centers. By locating in the bay district, the canneries command raw supplies from a wide radius, so that seasonal production may continue on a most economical basis. Here they are ideally located to command shipping points for domestic and foreign distribution of their products. Another advantage of this concentration of the canning industry in the bay district is the availability of seasonal labor at all times. And last, but not least, they are right next door to the money market to enable them to carry on their seasonal productions.

One who keeps in touch with financing factors cannot escape one indication of the tremendous influence exercised by the San Francisco banks in the entire bay district. The bank clearings in Oakland and other east bay communities are negligible indeed as compared to the clear-

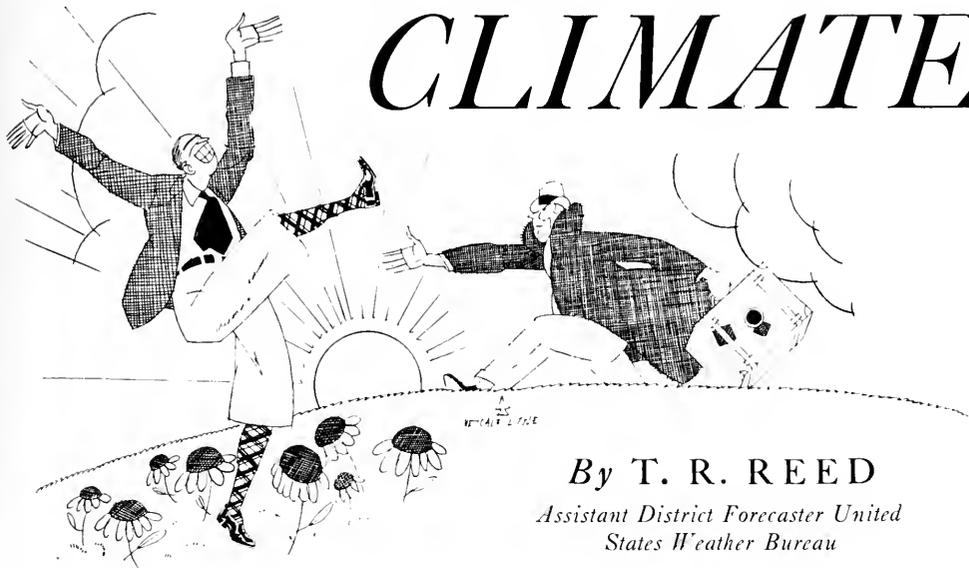
ings of the San Francisco financial institutions. Most of the major industries across the bay bank direct with San Francisco houses, many of which maintain powerful branches in these communities.

Even though loans may be negotiated direct at the local branches established in the various communities, inevitably these loans are passed upon by the credit staffs who make their headquarters in San Francisco. At the head office of the Bank of Italy, you will see a force of twenty-two credit experts who, in surveying the facts entering in money loans extended through branch banks, thereby keep in constant touch with the credit situation throughout the state.

Even as far north as Alaska, the fate of industry depends on the financial judgment of San Francisco bankers. It is no accident that the major salmon cannery operations have been financed largely through bond issues floated through San Francisco bond houses.

In the financing of industry, either through bank loans or through bond issues, San Francisco occupies a predominant position. For not only is it the reservoir of capital, but it has the banking brains. A financing project can be executed speedily and efficiently, for the city's banking and bond houses reach out into the entire western territory. To this day it has remained the financial Eldorado of the West.

# A word or two about our *CLIMATE*



By T. R. REED

*Assistant District Forecaster United  
States Weather Bureau*

SAN FRANCISCO has acquired a reputation for fog that is not wholly justified by the facts. This is illustrated by the following incident. Last autumn when a delegation from Washington, D. C., was on the west coast inspecting various proposed sites for a Zeppelin base, the members came to San Francisco expecting to find fog—and according to their own testimony they found it, although there was no fog there. What they mistook for fog was a very pronounced haze which overlay the Sunnyvale district and, in fact, much of northern California on the day of their arrival. It was imperceptible from the ground, but viewed from above had the appearance of fog due to the reflection of the sun's rays from the "inversion" surface in the late afternoon. Consequently, although the whole district was enjoying a remarkably bright, hot spell, with fog an utter impossibility, it was difficult to convince the delegation in question—arriving by airplane in the late afternoon—that what they had seen from above was not fog at all nor anything approaching it, and that the whole region was basking in sunshine of unusual warmth and brilliance. The wish, in their case, may not have been father to the thought, but they saw what

they were looking for nevertheless. The reputation of the San Francisco Bay region for fog led them to expect it and even to visualize it.

It is easier to understand how this reputation has been acquired than to dispel it. The normal condition of littoral California in the summer is one of fog. Promontories on the California coast like Point Reyes and Point Conception are among the foggiest places in the world in that season of the year. The implication, therefore, naturally is that situations near by though slightly further inland must share their characteristics in this respect. As a matter of fact such is not at all the case. The frequency and extent of fog over the land is dominated to such a degree by topography that the widest variety of conditions with respect to fog may exist simultaneously in the same general vicinity. Widely varying climates are to be found throughout what is known as the "San Francisco Bay region," and even within the corporate limits of San Francisco itself. The same is equally true of the region around Los Angeles—some sections are normally much shaded by stratus cloud or fog in the summer while others are characteristically clear. It is therefore impracticable and misleading to describe either city as habitually fog-

# Art *in* San Francisco

By

William L.  
Gerstle

*President of  
San Francisco  
Art Association*



FOR some reason or other the hardy pioneers that came to California in the fabled days of '49 packed a tremendous aesthetic sense into the covered wagon along with the squalling babies and the cooking utensils.

San Francisco, the Mecca for the fortune hunters, was almost from the start a center where talent was recognized and where everything from classical literature to scientific tintype taking was appreciated.

The bonanza millionaires were long on art and each embryonic Lorenzo de Medici vied with the other in being a patron of painters, writers, sculptors and thespians, which explains perhaps why, for such a comparatively young city, we have such a brilliant cultural past, and why even up to the present writing, San Francisco's weight and importance in the artistic world is so enormously greater than either its population or its age would seem to warrant.

Being an ex-president of the Chamber of Commerce, as well as president of the Art Association, the practical value of such prominence is quite obvious to me as its greater but more theoretical side. Much of civilized Europe has for years subsisted largely on the intellectual treasures which



*A daily scene in the court of the California School of Fine Arts, San Francisco.  
Photo by Californians Inc.*

it inherited from a defunct but more virile period, and it is a remarkable fact that all which remains of ancient civilizations is the evidence of their art and culture. So it has been with Babylon, Greece, Rome and Egypt. The antiquarian digging in the buried cities, and tombs, and monuments, finds what remains of their artistic creations and from them reconstructs a history of their civilization.

It is understood, of course, that the word "art" is not necessarily circumscribed by the present-day definition of "fine arts," but may include any product on which a painstaking craftsman expends creative efforts.

Consider Florence for a moment. She toils not, neither does she spin, but lives and breathes and has a generally prosperous time, largely because her merchant princes of the renaissance had the

foresight to recognize that good business follows culture. And the Medici's, whose name is daily mouthed in broken English by hundreds of professional guides, are remembered not as the greatest and richest traders of their time, but as patrons and appreciators of art.

Consider Paris—bent, broken and poverty stricken by the terrible war—once more in first place as the most prosperous of European cities, not if you please because of commercial perspicacity, not because of an industrial activity and drive, but because since the time of the Bourbons she has been a concentration point for beauty that the entire civilized world pays tribute to see.

Consider Rome—where the privilege of seeing the architectural beauties which represent our only surviving inheritance from the most powerful single community which ever existed—bring annually thousands of tourists and where millions of dollars, francs and pounds are contributed on the altar of those great paintings, murals and sculptures which arrogant medieval princes of church and state took such pains to collect.

And so coming back to San Francisco—we are

not only truly aesthetic, but commercially astute in fostering as we do, creative effort.

Do you members of the Chamber of Commerce know what an asset you possess in the California School of Fine Arts? Do you know that over 500 students are there every day and that 1100 are enrolled during the year? The school is rated with the best in the United States. Many of the students have made great reputations and have given San Francisco the name of being a city of culture.

In a recent number of an eastern art magazine it said that in 1929 more people were visitors to our local museums than to those of any other American city, not excepting New York. There were over one million at our sculpture show at the Palace of Legion of Honor last year.

And even in practical things we demand that they should be beautiful. Our stores employ trained specialists to dress their show windows. Now where in the world will you see merchandise better displayed? With the help and advice of artists, San Francisco traders have created a distinctive new standard. Ransohoffs, Magnins, Roos Broth-

[continued on page 109]



*California Palace of the Legion of Honor, one of the most beautiful buildings devoted to art in America.*

Photo by Californians Inc.



*The San Francisco Hospital, one of the finest publicly owned institutions of its kind in America.*

# THE Hospitals of San Francisco

By J. B. CUTTER, M. D.

*Medical Director Children's Hospital*

**I**T has been said that the quality of the civilization of any country may be gauged by the care and provisions made for its aged, sick and infirm.

From the dawn of history the hospital or place for the care of the sick, and later for the education of the physician and the nurse, has exemplified the humane spirit of man toward his fellows, up to the great altruist, Walter Moxon, who said, "We live to a duty, it is to be to our patients, all that a man can be to his fellowman in sickness."

From the very first record of a hospital in 369 A. D., the Basiliad of Caesarea, the first hospital founded in western Europe, in 100 by Fabiola, on to the Hotel Dieux in Paris in 611, St. Albans in England in 791, through the period of Catholic hospitals and fraternities, to the great mediaeval hospital movement in 1198 on and on to the first hospital established in this country, the Pennsylvania Hospital in 1751, and the second, the New York Hospital in 1771, we find the hospital idea ever growing and expanding, until it has culminated in the modern hospital of the present era, with its perfection of scientific, economic and so-

biological development, the hospital as at present exemplified in America, amazing the world, and its especially rapid growth during the past decade from 1000 hospitals in 1900 to 8000 hospitals and 1,000,000 beds in 1930.

The city of San Francisco is not behind in this great movement and we have today in this beautiful city by the Golden Gate, each of the four principal types of hospitals and their subdivisions, or modifications, well represented.

**The Public Hospital**, managed by public officials and supported by public funds; the private non-sectarian and the sectarian hospital, under private control, to which may be added the Industrial Hospital of which one of the finest examples in the United States ornaments the city of San Francisco. Seven hospitals of the following list are beneficiaries of the San Francisco Community Chest.

**The San Francisco Hospital** heads the list under the first classification, and was erected in 1872, at a contract price of \$131,000, additional wards and operating rooms being appended in 1877, at a cost of \$20,000, making the total outlay \$151,000. The cornerstone of the new present building, was

*(continued on page 119)*

# INDUSTRY *and* LABOR in SAN FRANCISCO

By ALBERT E. BOYNTON  
*Managing Director, Industrial Association  
of San Francisco*

The surest index of a community's freedom from economic feudalism as exemplified in the

**S**TABLE industrial conditions and a free and untrammelled labor force are among the prerequisites for the successful establishment of an industry in America under the competitive conditions which prevail today. Manufacturers naturally look askance at communities which for many years have suffered from the ills which grow out of a powerful, arbitrary and irresponsible labor leadership. For decades prior to 1921 San Francisco was in this unenviable position but since that year the entire outlook of the community toward industrial problems has enjoyed a complete reversal with the result that today any manufacturer may look to San Francisco and in fact the whole bay area as a favorable place for locating his plant without fear of industrial difficulties or disturbances.

arbitrary and autocratic acts of labor leaders is to be found in a survey of industrial conditions in the building trades. In those communities where labor agitators have become powerful in the building trades the same type of leadership is almost invariably found in many other industrial fields. Wherever the American Plan has successfully taken root in the building trades there reasonable freedom for other economic undertakings can be assured.

How, it may be asked, has this amazing reversal been accomplished? What facts can be adduced to back up these conclusions? How can industry be assured, even though it may be convinced that these results have been obtained, that they will be permanent and lasting?

From 1900 to 1921 San Francisco's industrial life was warped to the twisted economic belief of its labor bureaucracy. Their arrogance was only matched by their ambition and their ambition by their complete disregard of every interest save those that furthered their own selfish and peculiar ends. As one competent observer remarked in 1901: "In San Francisco we have a new kind of industrial boss, a condition perhaps without precedent, in which the ancient master, the employer, has been hopelessly defeated."

(continued on page 107)

## A Word or Two About the Climate

(continued from page 25)

gy or habitually bright; particular localities within them must be delimited before their respective summer climates can be discussed in this regard.

For purposes of general comparison, however, it so happens that the weather bureau offices where climatic data have been gathered in both cities for a number of decades are so situated as to strike a very fair average of conditions prevailing in each; neither is in the foggiest section of its particular sphere, nor is either by any means in the most fog-free. Hence a comparison of cloud, fog and sunshine data for the two weather bureau stations may serve acceptably to indicate the condition of each section with respect to these elements, and incidentally to dispel the notion that San Francisco's climate is one of especial gloom.

Taking the records of these two stations, how does San Francisco compare with Los Angeles in the amount of sunshine received from year to year? If the sun were to shine uninterruptedly from rise to set every day, San Francisco would receive annually a total of 4451 hours and Los Angeles 4457. As a matter of record neither gets its full quota, San Fran-

cisco receiving on the average 2907 hours and Los Angeles 3109—an average difference of 202 hours per year as between the two places, or six-tenths of an hour a day less in the northern city than in the southern one. In the case of San Francisco, the station at which observations are made is about five miles inland, while in the case of Los Angeles the station is more than twice that far. This is worth noting because the San Francisco station, though less than half as far from the source of fog supply, i.e., the ocean, receives very nearly as much sunshine in the course of a year as does the Los Angeles station. Percentages considered, San Francisco receives 65% of the amount possible and Los Angeles 72%.

Surprising as this information may be to many, it will be no less so to learn that a comparison between San Francisco and New York City shows the percentage to be actually in favor of the western city. New York received sunshine on the average but 2659 hours each year, or seven-tenths of an hour a day less than San Francisco.

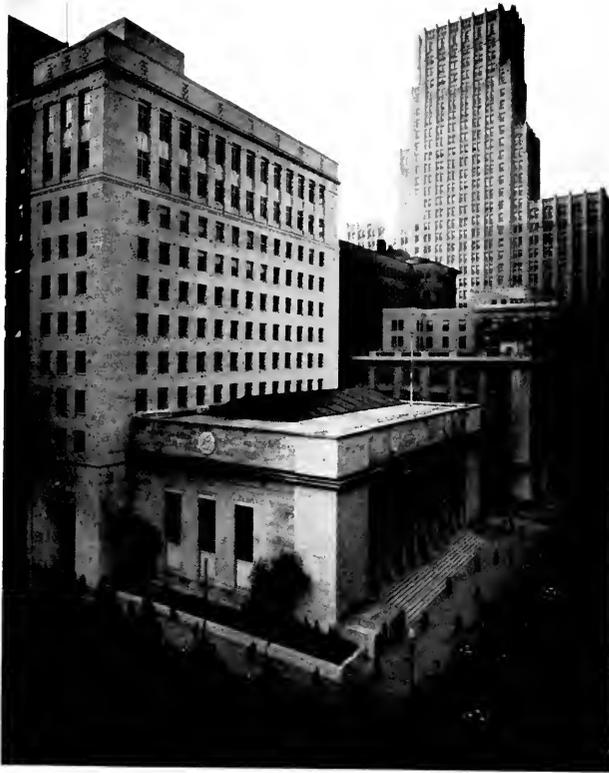
Comparison of fog statistics for these three cities is even more illuminating.

Dense fog, i.e., fog thick enough to obscure objects at a distance of 1000 feet horizontally, is observed at the San Francisco station on the average of twenty-one times a year, at the Los Angeles station twenty-eight times, and at the New York station twenty-four times.

Since much that is commonly called fog by residents of both San Francisco and Los Angeles is technically speaking not fog but low stratus cloud, and is so recorded by the weather bureau, a comparison of cloud statistics is proper. The table below gives the comparative average data on this point.

	Average Cloudiness		
	San Francisco	Los Angeles	New York
Number of clear days.	168	173	107
Partly cloudy days.....	115	134	137
Cloudy days.....	82	58	121

With practically as many clear days a year as Los Angeles and one-third again as many as New York, San Francisco emphatically does not merit the charge of being conspicuous for lack of blue sky and sunshine.



# The Stock Exchange

By

BERTRAM E.  
Alanson  
*President*  
SAN FRANCISCO  
STOCK EXCHANGE



*The new home of  
the Stock Exchange  
opened on January  
4th of this year.*

AMONG the economic phenomena of recent years is the widespread movement of corporate securities into the hands of the public. The people of the United States have become shareholders in the industrial and other enterprises of the nation to a degree never before known. Utility corporations in particular have encouraged and promoted this tendency until now their customer stockholders, in many cases, are numbered in hundreds of thousands. A bank investment corporation is not satisfied that its issues be underwritten in the usual manner but is pressing a campaign to increase its distribution to half a million stockholders. Wide popular distribution of common stocks is sought by the majority of companies.

One result of this development has been to enhance the importance of the regional stock exchanges of the country. Our nation is so vast in extent that no single securities market adequately can serve the needs of its geographical divisions. Consequently the stock exchanges outside of the great national market of New York have expanded their facilities and perfected their methods to pro-

vide for their respective districts the securities market necessary for the maintenance of progress and prosperity.

San Francisco, geographically in the middle of the far-flung territory fronting the Pacific Ocean and backed by the Rocky Mountains, long has been termed the financial capital of the western empire. The description each year becomes more accurate and more justly applied. The city's financial institutions supply a large part of the money needs of enterprises in every part of the Pacific Coast and westward to the Hawaiian Islands. It is the central distributing point of the West in foreign trade and in domestic commerce its position is outstanding. Closely linked with all these activities are the two San Francisco securities markets—the San Francisco Stock Exchange and the San Francisco Curb Exchange—separate institutions but complementary to each other in operation, to form the central securities market of the Pacific Coast.

The San Francisco Stock Exchange has a background of 17 years of experience and development since its establishment in 1882. Its growth has



been parallel to that of the industrial, public utility and mercantile enterprises of the West. Upon its board are listed the issues of the outstanding and representative corporations of the Pacific Coast numbering 133 issues with a total of 1,961,960,211 shares and a current market value of \$6,711,302,618. In addition to common and preferred stocks there are listed 61 issues of bonds having a total par value of \$989,212,525.

Examination of its list of stocks reveals the breadth of the market afforded by the San Francisco Stock Exchange. It shows that virtually all classes of productive activity of the West draw through the operations upon the Stock Exchange the capital funds required for their growth and expansion. The following tabulation in groups of the stocks listed upon the San Francisco Stock Exchange is as of April 1st of this year:

	Shares	*Market Value
Oils .....	72,592,711	\$2,779,600,000
Invest. Companies..	31,931,300	1,111,200,000
Industrials .....	21,929,361	852,500,000
Utilities .....	17,080,127	1,480,100,000
Stores .....	1,554,128	33,100,000
Insurance .....	950,000	39,300,000
Banks .....	600,000	115,200,000
<b>*Round totals.</b>	<b>1,961,960</b>	<b>\$6,711,300,000</b>

The various groups include the stock issues of an imposing list of corporations. There are large and successful lists of manufacturing companies whose products are nationally and even internationally known; great packing organizations which distribute their goods throughout the world; the leaders of the oil industry with extensive holdings not only in California but in other parts of the world; sugar and pineapple producers of the Hawaiian Islands; the important Pacific Coast mercantile corporations; banks; investment and insurance companies and utility corporations.

Evidence of the substantial character of the daily market transactions is given in the statistics of the first quarter of the current year. In that period the largest percentage of trading in stocks was in those issues having a market price of from \$25 to \$50 per share. Forty-two per cent of the trading for the quarter was in this group. Over 75 per cent was in stocks whose value ranged from \$10 to \$75 and only 6.12 per cent was in stocks priced under \$5.

A recent compilation by Dow Jones & Company of dividend settlements made up to May 1st by 107 corporations whose stocks are listed in Pacific Coast exchanges gives an impressive index to the quality of their securities. The total of the dividends recorded was \$25,700,000, all in cash and

[continued on page 111]



The Trading Room of the San Francisco Stock Exchange is the largest and finest on the Pacific Coast and approximately the size of the New York Curb Exchange.

# The Consular Corps of San Francisco

By Gerald Campbell

*British Consul General, San Francisco*

THESE are 44 nations represented in San Francisco and it is safe to say that most of the governments of the world consider this post as one of sufficient importance to warrant the appointment of officers of high rank and wide experience. This is further emphasized by the fact that many of the consuls only leave San Francisco to take over the most important posts, consular or diplomatic, which it is in their country's power to offer. In previous times the consular and diplomatic services were separate, and some countries still keep them so, but many governments now have only one foreign service, the members of which serve in either branch abroad or in the foreign office at home, a feature which is more and more clearly illustrated by the appointments to and from the consular corps of San Francisco.

The districts committed to their charge for the performance of consular duties vary but, in many cases, they comprise all the Pacific Coast states and sometimes Alaska and the Hawaiian Islands as well. San Francisco is thus regarded as the

central, or strategical point, of all that pertains to commerce, shipping and the like; in fact the international prominence of this city is becoming more and more manifest as the importance of the Pacific Ocean in world trade increases.

The purely administrative, technical work of many consulates in San Francisco is very great on account of shipping, passports and the services performed in connection with estates in which citizens of this country, or of the country of origin of the deceased, have an interest; but the collection and presentation in proper form of reciprocal information regarding economic and industrial conditions, trade connections, etc., demand in many cases as much time and attention as any other consular function, not excepting the very important function of representation in a general sense. As a result the staffs of the consular representatives in San Francisco are constantly being enlarged to meet the growing demands of the time, and they already compare favorably in size with the staffs of consulates in other great ports of the world.

## The Retail Merchants Association

By JOHN L. CLYMER, *Managing Director*

DISTRIBUTION as it affects the retail merchant has been undergoing many changes. The merchant awakens every morning aware that the trends of distribution are affecting his business and have a marked influence on his profits. He has learned, however, that his competitor is his friend and cosufferer in all the modern merchandising diseases. Consequently, he has found that by cooperation with his associates in the retail field there is hope that many of his problems may be met and partially overcome. Given the facts and having the desire to intelligently approach his problems, he finds that there is a solution to many of them. At least he realizes that he has not a chance to win his battles alone.

The Retail Merchants' Association of San Francisco, composed of 750 of the leading merchants, through their board of directors, have undertaken with spirit and energy, to face some of their urgent problems and endeavor to find the solution. This year, we have approached the problem of returned merchandise. The

committee has worked assiduously to find ways and means of minimizing returns in the hope of reducing the unusually heavy cost involved. The committee has recommended certain definite steps to be taken by the merchants, which if complied with, will certainly reduce the percentage of returns.

A health ordinance was prepared by the committee and was passed by the board of supervisors and signed by the Mayor. This ordinance makes it unlawful for the merchant to accept for return many classes of merchandise. From a sanitary point of view, this is a protection to the consumer. We believe this is a step in the right direction and that it will reduce the percentage of loss to the merchant in having to rehandle these classes of merchandise and in many instances fumigate them, which means that they must be marked down to be sold again. Other definite steps have been taken which, if carried out in spirit by the merchants, will result in a great saving.

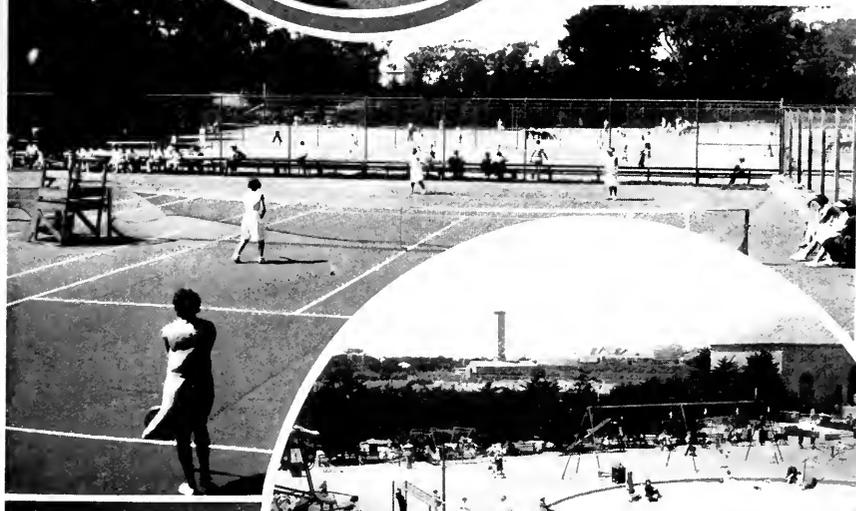
Another value of organized effort for

the protection of the merchant is to be seen in the results of our legislative committee. There were some thirty-two bills presented to the State Legislature during the year which affected the merchant either favorably or unfavorably. These bills were carefully analyzed and steps were taken to appear at all hearings at Sacramento, where they were being considered. As a result of our association's activity and organized efforts, we succeeded in preventing the passage of most of the bills that were inimical to the interests of the merchant, and we were able to influence the passage of those bills that were favorable to his interests. If some of these had passed, it would have added greatly to the expense of merchandising. In general, our legislative efforts have more than justified the existence of our organization.

The problem of the itinerant vendor is one that concerns every established retail merchant in the state of California. Much research work has been undertaken to ascertain what has been done in other cities throughout the country and espe-

BOWLING GREEN IN GOLDEN GATE PARK

Here is one park where on acres of spacious lawns not one "Keep Off the Grass" sign will be seen.



Section of tennis courts—Golden Gate Park.

Whirligigs and fly rings keep youngsters limber and grown-ups pensive at Fleishhacker Playfield.





*Ocean Beach for active play or lazy contemplation of the sea.*



*Fleishacker Pool—an annexation of the Pacific Ocean—1000 feet in length, steam-heated and surrounded by sunny grass-plots and sand coves.*



*City of Romance is this pageant of lights in the city and on the bay as viewed from Nob Hill.*



*Wall Street of the West in realism of canyoned street and sales peak of stocks and bonds.*

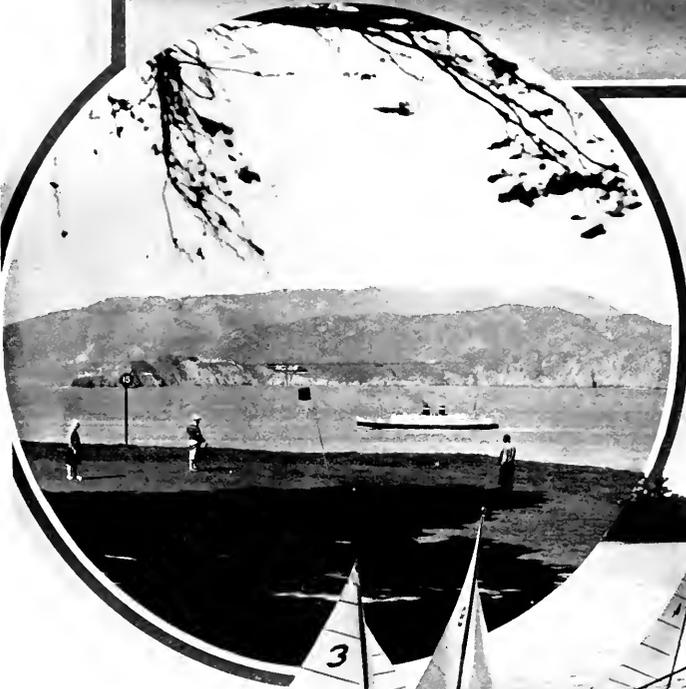


*Market Street, a tide of orderly swift traffic through the heart of San Francisco.*



**YACHT HARBOR ON THE MARINA**

*San Francisco Bay is an inland sea of 450 square miles, fringed with coves and beaches, dotted with islands and connected to 1000 miles of riverways along the Sacramento and the San Joaquin.*



**LINCOLN PARK**

*At End of the Western Trail beside the Golden Gate the city built the most scenic golf course in America.*

*Stow Lake in Golden Gate Park is the home of the miniature yacht club.*





*Soaring skyward—450 Sutter expresses the modernity of San Francisco's new skyline.*

*Up, up, up rises California Street to Nob Hill.*



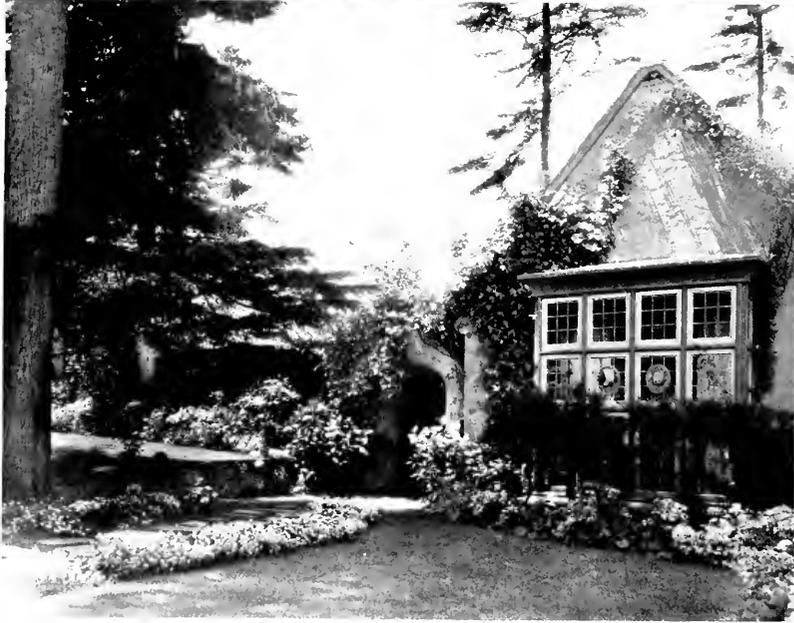
*Twin Peaks, geographical center of the city, look down on Market Street leading straightway to the Ferry Building.*



*San Francisco's climate brilliantly warmed by the sun and seasoned by the sea is as much a part of the city as the skyline, the ships and the bay.*



*—small French estates of Normandy*



*—homes that open the sunsets at the Golden Gate*

*—or a cottage splashed with sunshine, pathways bordered with flowers and a sombre redwood to give eternal shade.*



*World travelers almost invariably find "home" expressed in San Francisco—England on a wooded hill that looks out to sea.*



*Mediterranean villas clustered about with flowers.*



*Skyscraper church beside the Civic Center, dedicated to William Taylor. He preached a manly religion in a gold-mad town.*

*Ferry Building, turnstile entrance to San Francisco from the bay to more than one million people a week.*

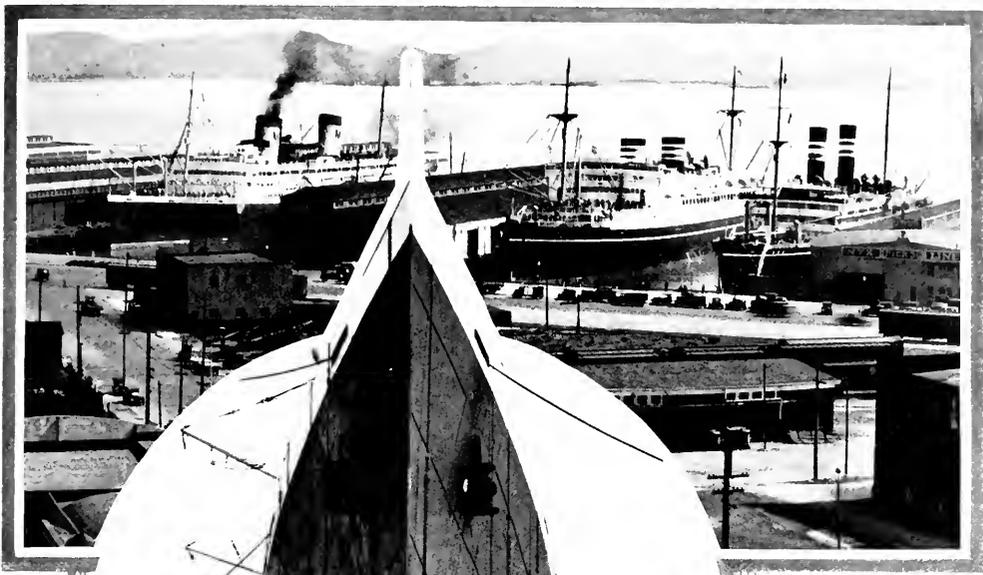


*City Hall at Civic Center where Mayor Rolph is completing twenty years in office.*

THE EMBARCADERO—

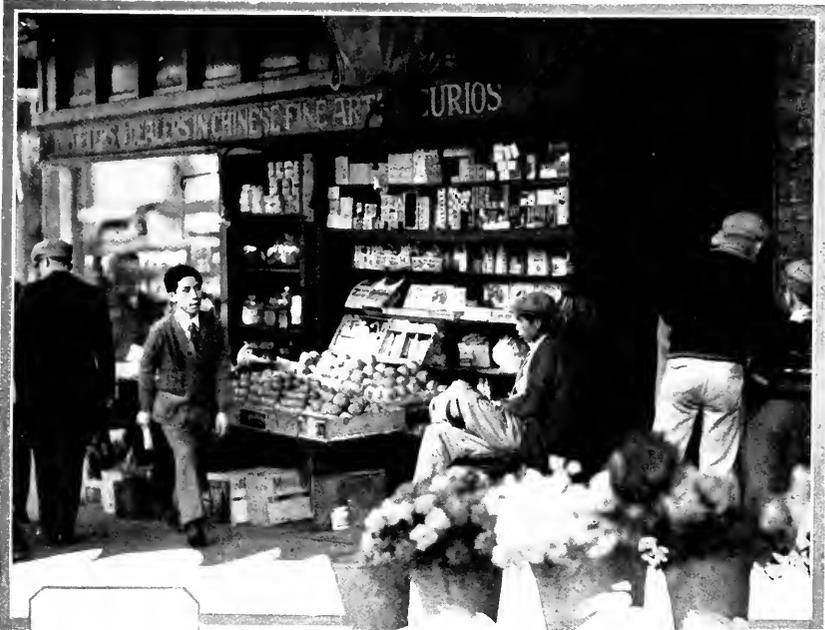
*Ships coming in from the whole round world, and going out to the whole round world  
To India and China and Australia and the thousand island paradises of the Pacific.*

WALT WHITMAN



*Hunter's Point Dry Dock can handle the largest ships afloat.*





*Sidewalk stands of Chinatown.*

INTIMACY  
WITH  
FOREIGN  
PLACES



*Italian fishing fleet at Fisherman's Wharf.*

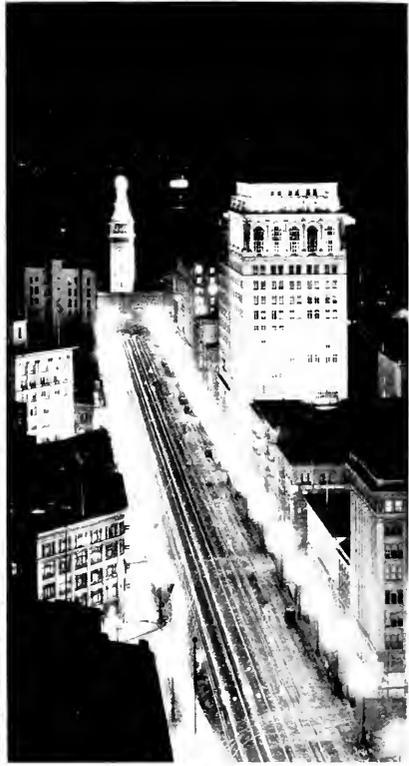
Portsmouth Square named for the occupation of San Francisco by the crew of the U. S. S. Portsmouth in 1846. Centered by the monument dedicated to Robert Louis Stevenson, dreaming out here his story, "The Wreckers."



Changing Asia lies not below the western horizon but right in the heart of San Francisco. Chinatown is not a quarter apart, nor one to be exploited to the tune of shivery tales poured in tourists' ears. It is but ten minutes' walk from the smartest shops around Union Square to the Golden Bazaars of Grant Avenue, with no gulf between.

—ROBERT WELLS  
RITCHIE,  
Ladies' Home  
Journal.

*Union Square, a sunny palm court, set in the midst of the hotel, club and shopping district.*



*Market Street from the busiest Ferry Terminal through the longest traction line tunnel to the shore of the mightiest ocean for a five-cent carfare.*

*San Francisco's Civic Center, where with the City Hall and Civic Auditorium, San Francisco entertains convention delegates and distinguished visitors.*



# Community Industrial Development

[continued from page 13]

duplicated political activities. Convention and tourist bureaus are almost as numerous as chambers of commerce, and industrial bureaus are becoming so.

The attraction of industry to a community is not a simple matter of glib salesmanship. It often requires a great deal of patient and, at times, quite difficult research work—research in the operations and requirements of the industry and into the fitness of the community in respect to those requirements. Not often any more does a manufacturer locate his plant where his fancy or his family dictate. The introduction of cost accounting has taught him that some of his costs depend upon conditions beyond his control and may vary from one community to another. As he is in business to earn a profit, he is anxious to produce his goods at the lowest possible cost consistent with quality. As some costs may vary with location, the manufacturer wants to know where he can locate his factory to secure the lowest net cost of manufacturing and distribution.

The principal manufacturing costs which may be affected by location relate to:

*Raw and semi-finished materials*—including freight to factory.

*Labor*, both skilled and common, and including wage scales, turnover and efficiency.

*Power*—including electricity, gas, oil and coal.

*Water.*

*Cost of Marketing*—including freight to the markets.

*Waste disposal.*

*Warehousing* of both raw and finished products.

There are certain indirect or overhead costs which must also be considered, as they may vary from place to place. Chief among these are:

*Cost of land and buildings.*

*Taxes.*

*Insurance.*

*Equipment.*

*Administrative expense*, including salaries of officers and clerks, printing, stationery, advertising, etc.

*Protection against climate*, including heating, humidifiers, etc.

And besides these, there are those factors, not exactly measurable as costs, which affect the family life of the industrialist and therefore may affect the cost sheet. These have to do with the quality of the municipal and civic institutions, home life; the type of housing; the extent of home ownership and the facilities offered working men for acquiring their homes; the cost of living, markets and, their operations, and the availability of fresh supplies of food stuffs; recreational facilities for both employer and employed; schools, churches, clubs and theatres, for mental stimulation and development; social agencies for the care of the unfortunate; and similar phases of community life.

Frequently the most unexpected of these latter factors may swing the mental balance for or against a community. The Almighty Dollar isn't always the thing uppermost in the minds of the executive, particularly if that executive expects to move to a new location.

## FACTORS AFFECTING INDUSTRIAL MIGRATION.

Factors governing plant location have been changing rapidly in recent years. Some of these changes are largely responsible for major shifts in industry. The development of chemical engineering and the improvement in mechanical processes of production are two major changes stimulating migration. Chemical research multiplies sources of raw materials, provides synthetic substitutes for natural monopolies and makes available for use lower grades of materials. Mechanical engineering development has substituted the machine for skilled and even semi-skilled labor, making available large reservoirs of lower cost common labor in remote regions, heretofore considered unavailable for manufacturing locations. Proximity to skilled labor or to natural raw material resources no longer dominates the selection of a plant location to the extent it did a short while ago.

The development of standard brands and national advertising of those brands have caused many industries to seek out strategic locations for branch plants and distribution warehouses to serve a national hand to mouth buying public. The recent development of Dallas can be attributed largely to these new factors in distribution.

Electric power is no longer available at only a few centers of hydro or steam power production. Great systems of high tension distribution make electric energy available most everywhere and mechanical improvements in steam generation make many hydro-electric plants obsolete. Today, electric-chemical plants are free to locate most anywhere, in so far as power is concerned.

By-products are now sometimes more important in influencing the selection of a location than are the main products of a plant. For example, a blast furnace may locate a long distance from its ore and limestone deposits or its source of fuel. But no blast furnace can be run at a profit unless there is a near-by market for its by-products gas from the coke ovens. The modern blast furnace is nearly in the public utility field today.

The ability to control temperatures, humidity and the purity of the air has contributed a great deal to the diversification of location in many industries. Today candy can be made in Georgia or at New Orleans as well as elsewhere. Cotton no longer needs the natural humidity of the New England atmosphere. Air conditioning is only in its infancy, yet great changes in industrial location can be attributed to its development.

The mileage equalization of transportation rates and the rapid elimination of special or commodity freight rates favoring the products of given communities are also playing a large part in the scattering of industry. To be assured of fair treatment in the matter of freight rates on his products, one need not locate in an established center today.

Shifts in population centers play an important part in industrial migration. Many industries, particularly those supplying direct consumable goods—goods directly satisfying human wants as they relate particularly to food, shelter and clothing—migrate in a close relationship to the movement of population centers. Printing and publishing and some branches of the furniture industry must be placed in this same category.

A report on industrial development in the United States and Canada, summarizes as follows in the order of their reported importance, the reasons for all gains of plants for the United States as a whole, including relocations, branches and new local industries:

1. Markets.
2. Labor.
3. Transportation.
4. Materials.
5. Available factory building.
6. Personal reasons.
7. Power and fuel.
8. Cheap rent.
9. Nearness to related industries.
10. Living conditions.
11. Financial aid.
12. Taxes.
13. Mergers and consolidations.
14. Cheap land.
15. Nearness to parent company.
16. Banking facilities.

This tabulation is presented simply because it suggests the wide variety of factors governing the selection of a manufacturing location, as reported by manufacturers in several hundred cases.

The manufacturer, through his own efforts, or by using the services of an established engineering office, could gather together all the data necessary to enable him to arrive at a satisfactory determination of where his plant should be located. But he can more readily gather the data through properly constituted local agencies, where such exist. These local agencies are, of course, the chamber of commerce, commercial club, or similarly designated body. Because of the benefits accruing to a community through the acquisition of new industries, the manufacturer should feel no hesitancy in asking for information, however voluminous, to assist him in measuring the resources of a city as they relate to his particular enterprise.

Not all chambers of commerce are prepared, however, to render assistance to the manufacturer seeking a location, and many manufacturers, skeptical of the value of the service of a community

[continued on page 96]

# \$ 1110. ROUND THE WORLD



A PALATIAL LINER becomes your home for 20,236 miles.

You have a large outside room with twin beds (real beds, not berths). Delicious meals, interesting friends. Your living room window will look out upon the great ports of the world, which you will visit... Yokohama... Kobe... Shanghai... Hong Kong... Manila... Singapore, etc.

You are free to stop over where you like, as long as you like. Your ticket is good for two years. Visit any land that interests you, continue your journey on another President Liner as you would on another train. No other plan of world travel offers you such freedom, such comfort, such consideration for your personal wishes.



COMPLETE INFORMATION FROM ANY STEAMSHIP OR TICKET AGENT

## DOLLAR STEAMSHIP LINES

ROBERT DOLLAR BUILDING, SAN FRANCISCO · PHONE DAVENPORT 6000  
406 THIRTEENTH STREET, OAKLAND · PHONE HOLLIDAY 8020



This is your world—give yourself the experience of a lifetime and see it! Visit lands you have read about, heard others discuss, and longed to see in the real. And go, not as a scheduled tourist, but as a traveler—with home always in the harbor when you want it!

### INFORMATION —SAILINGS

Every week a palatial President Liner sails from Los Angeles and San Francisco—via the Sunshine Belt—for Honolulu, Japan, China, Manila and thence every two weeks to Malaya—Java nearby—Ceylon, (India by Pullman

overnight), Egypt, Italy, France, New York.

Fortnightly sailings from Boston, New York via Havana, Panama to California and Round the World.

Fortnightly sailings from Seattle and Victoria, B. C., for Japan, China, Manila and Round the World.

### Reduced Roundtrip Fares to the Orient

In effect until July 31.

JAPAN \$525 CHINA \$606  
PHILIPPINES \$656



## MEETING

# Industrial Location

## REQUIREMENTS

By R. B. KOEBER

*Industrial Engineer*

**T**HE eastern industrial executive, the banker, and the engineer, with the task of the selection of a Pacific Coast location before them, enter upon their undertaking from several different angles.

Some men enter with a large degree of understanding and knowledge, that is, determining a Pacific Coast location is just another branch among a chain of national branches in their corporation which has been decentralizing to gain the benefits of that system.

There are others with less experience who are just beginning to grasp the meaning of the decentralization system and the multi-unit operation method. Some in this group are suddenly aroused after years of unquestioned service at long range to find that local competition has developed which forces them into a new undertaking—an experiment, if you will, to endeavor to retain their markets.

Then there are also those who can see in the natural resources of the Pacific Coast and western states, new opportunities for development.

In another group are those men with activities which are justified only by definite economic minimums. As the western markets expand and grow, many new activities are justified. Those most alert grasp them first.

Sixty-four per cent of the increase in value of manufactures in the United States between 1919 and 1927 occurred in the three Pacific Coast states.

It is not to wonder the subject of Pacific Coast development and location requirements has become one for profound study and consideration by many along the Pacific Coast.

Out here in the Pacific Coast states, the United States Census Bureau figures indicate the population is increasing at a rate two times faster than the United States as a whole. Approximately two-thirds of the development of the eleven western states represented by ten per cent of the population and ten per cent of the buying power of the United States is in the three Pacific Coast states.

Out here 3100 miles by rail from New York and 2200 miles from Chicago, fronting on the broad Pacific and the new arena of world trade, stretches 1740 miles of the United States coast line. It reaches from the Canadian border to the Mexican border. But looking westward from the eastern and middle western sections of the United States, the Pacific Coast seems to converge at some prominent point just as the highway

becomes a thread on the distant hill. However, an attempt to narrow down the selection of a location to this perspective might result disastrously when casting the final balance in competitive markets.

Sections of the Pacific Coast are closest to the Orient and Far East, others to the Hawaiian Islands and South America by reason of the great circle trade routes. The distribution of the population and resources in these sections is not uniform. There are at least four trading centers and three trading areas on the Coast. Some offer greater possibilities than others. *The location of any project should be determined by the sum total of the economic advantages available at a particular site.*

The relative strength of the resources of the western market extending over to the Rocky Mountains and including the eleven western states, is shown by our appraisal of them in relation to the United States:\* area 38.2%; population 9.1%; bank total resources and liabilities 8.38%; wealth of all tangible property 11.64%; value of all crops 13.66%; lumber production 42.9%; U. S. Forests standing lumber 98.7%; mineral and quarry products 15.75%; railroads 16.94%; highway mileage 16.94%; water power developed 32.85%; water power potential (90% of time) 68.9%; manufacturing, primary horse power 8.35%; manufacturing, establishments 9.95%; manufacturing, wage earners 6.6%; manufacturing, cost of material 7.62%; manufacturing, value of product 7.17%; motor vehicle registrations 13.49%; Pacific Coast export 10.4%; Pacific Coast import 12.2%; savings bank deposits 9.36%; bonded indebtedness 11.81%; vocational education, agriculture 11.8%; vocational education, trade and industry 9.69%.

At first blush the selection of an economic location to serve this western empire becomes a vast, and something of a confusing, problem. The problem is, however, only a complex one and need not be confusing when simply stated in terms of its several component factors.

Location to the banker means convenience to the money market and accessibility to his resources which include the time and service factors. To the insurance executive, proximity to the commercial trade channels, the financial resources, and density of population.

To the industrial executive and the engineer the selection of an industrial location is perhaps most complex and involves a number of factors. They must consider the markets, raw material, transportation, labor supply, water, power, fuel, legislation, financial aids, banking facilities, and climate.

\*Source of data: U. S. Department of Commerce.

*A location when scientifically determined will represent the algebraic sum of all the factors involved at the site where the greatest number of advantages are available together.*

The market perhaps is the single factor most frequently influencing the choice of an industrial location. The rise of industries on the Pacific Coast was in response to an increasing market. It is true that many industries are local in character. There are industries of bulky products of small value which are confined to the local area. Valuable articles of small size may be produced independent of proximity to the immediate market. Distribution more than any other one factor limits the market area.

The market analysis should determine the extent of the local markets and demand, also the extent of the regional markets and the prospective future demands. It should consider the existing and probable future competition.

Regional production centers are tending to develop. An organization seeking national distribution will have a number of plants at strategic regional locations rather than attempt to distribute from one production center. Decentralization of production is resulting in branch plants centrally owned and controlled, rather than a marked increase in the number of small competitive plants.

The market areas are constantly changing. It has been estimated that about 55% of the raw materials used in industries come from agricultural operations. It is very natural that these materials should be used by industries near the source of their production.

Raw materials must be considered with respect to quantity and quality available, proximity, transportation, cost, whether they are purchased in a competitive or monopoly market, and possibility of future use of substitute products.

There is a general tendency to perform the primary operations in the vicinity of the raw materials supply; in such industries as lumbering, petroleum production, mining, fishing, paper mills, and raw dairy products.

The manufacturing operations which follow the primary operation and which involve the application of more labor, special machinery, and small amounts of power, can be more removed from the source of the raw materials.

The labor, generally speaking, where skilled or semi-skilled help can be used, will follow the industries. Highly skilled and specialized branches of craftsmanship may call for a labor supply which is located in certain localities and offer obstacles to transplant. *Cities supply large reservoirs of all classes of labor to draw from and therefore attract many industries on that account.*

There are a number of small industrial towns about the country in which labor population has grown with industries located there, and in which a common bond of loyalty and cooperation has developed. There are numerous examples of this around the San Francisco Bay area.

The transportation factor involves the number of railroads available, the service rendered, whether convenient to transcontinental routes, water transportation facilities, electric lines and motor transport services.

"The decisions of the Interstate Commerce Commission would indicate a disposition to fix the rates at a point where a normal and healthy struggle between competing interests have tended to leave them with consideration toward the cost of the service."

For example, as a general rule, freight rates from the Pacific Coast, on commodities produced on the Pacific Coast, meet Atlantic Coast westbound rates just beyond the boundary of the eleven western states, but in competition with Chicago the Rocky Mountains are the common point, while on direct import movements, the Mississippi River is the common point between the Pacific and Atlantic coasts.

Switching charges are absorbed on competitive traffic, while on local and non-competitive traffic they are added to the rates. The package car service does much to expedite the less-than-carload shipments and provide customer service. All goods consigned to certain points are loaded into special cars, thus providing carload shipments and direct fast service to those points.

The transportation of freight by truck is economical for distances up to about 150 miles. The trucks are supplementing railway service in both gathering and distributing shipments, also in effecting transfers at ports and terminals. Ease of making shipments and speed of delivery appeal to the shippers and customers alike.

Express attracts the heavier and more valuable package business. Parcel post is cheaper for short distances and articles of light weight for any distance.

Fuel, power and water become influential factors when large quantities are in demand.

Secondary factors include legislation, climate, advertising value, financial aids and banking facilities, all have a bearing on the selection of a location.

The concentration of industries at a strategic location helps to stimulate the labor supply as individual plant shutdown least affects continuity of employment; purchasing conditions are better; shipping facilities are greater; financing is easier; public opinion more favorable towards industries; advertising prestige is greater; technical advancement more rapid. The gain in external economies accounts for the concentration of industries.

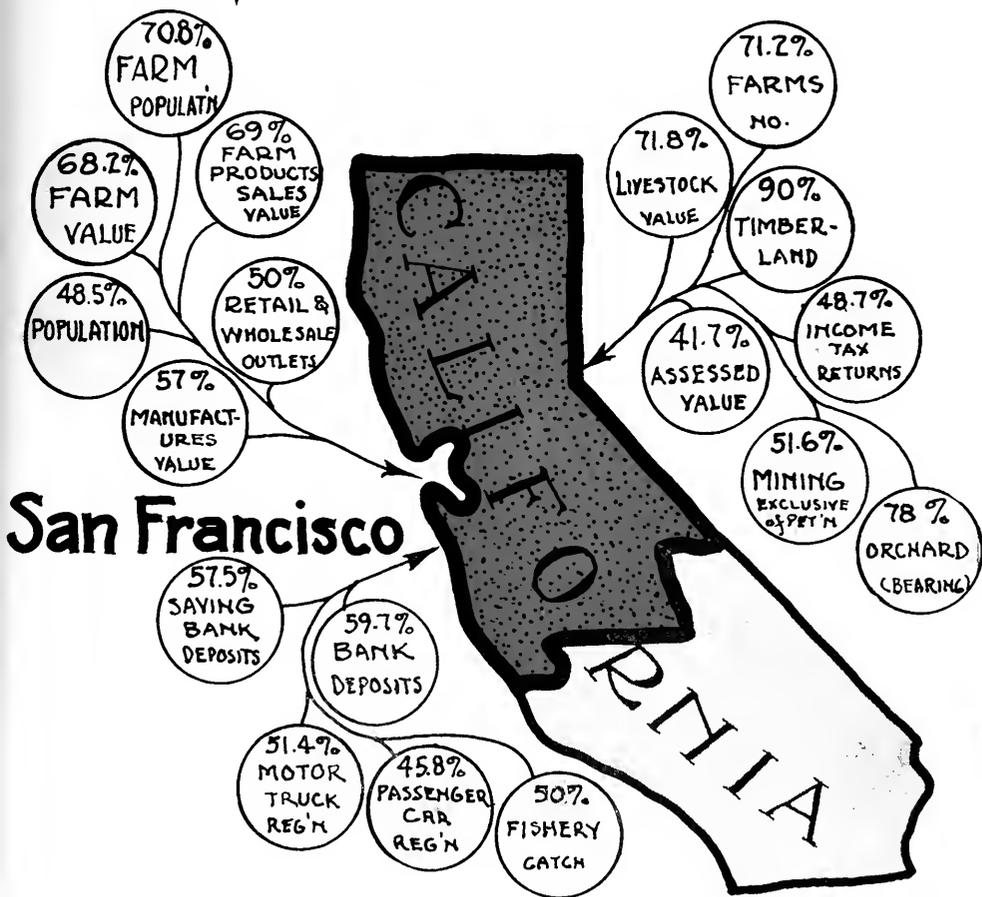
The era of offers by Chambers of Commerce for free sites, bonuses, stock subscriptions, and exemption from taxes, as an inducement to secure factories, has largely passed. Temporary advantages of this character could not compensate for uneconomic production methods and distribution facilities resulting from faulty location.

An analysis of the Pacific Coast Economic and Industrial situation has been undertaken. Some of the findings are presented in the following pages.

The eastern or western executive seeking a Pacific Coast location may find these general charts and data of value and assistance in appraising the relative merits of the central coast area in relation to the Pacific Coast and the western states.

SIXTY PER CENT OF THE RESOURCES OF CALIFORNIA TRIBUTARY TO SAN FRANCISCO

# SAN FRANCISCO RESOURCES

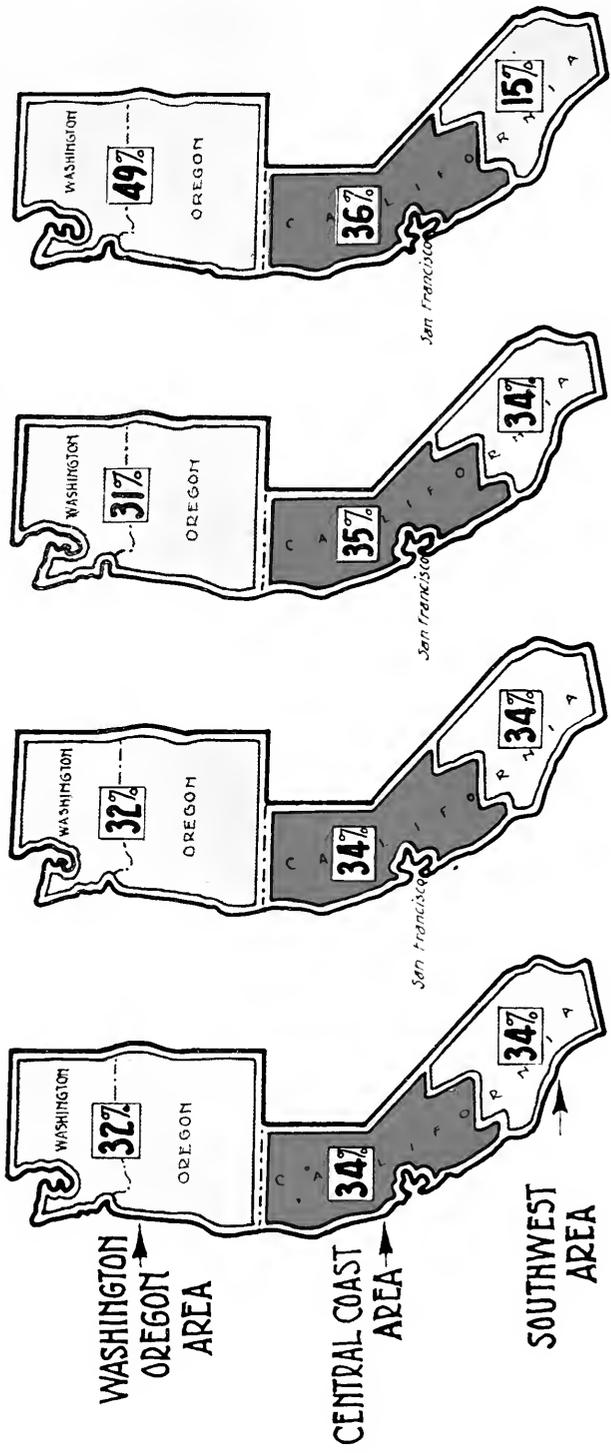


INDUSTRIAL DEPARTMENT

SAN FRANCISCO CHAMBER of COMMERCE

# GENERAL MARKET OUTLETS

<b>RETAIL</b>	<b>WHOLESALE</b>	<b>MANUFACTURING</b>	<b>FARMS</b>
STORES	STORES	ESTABLISHMENTS	NUMBER



SOURCE OF DATA: U.S. DEPT. OF COMMERCE MARKET DATA BOOK - 1929. INDUSTRIAL DEPARTMENT - SAN FRANCISCO CHAMBER OF COMMERCE.

# BASIC MARKET FACTORS ~ PACIFIC COAST DISTRIBUTION

## CONSUMERS

POPULATION

## FINANCE

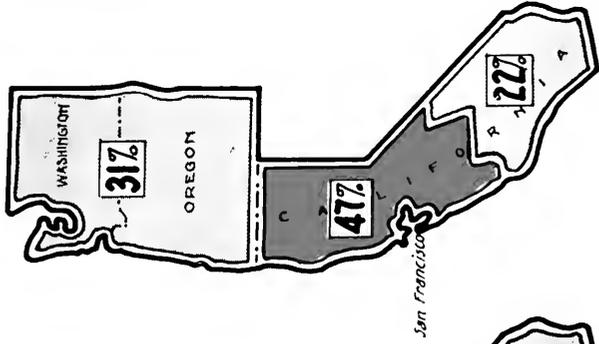
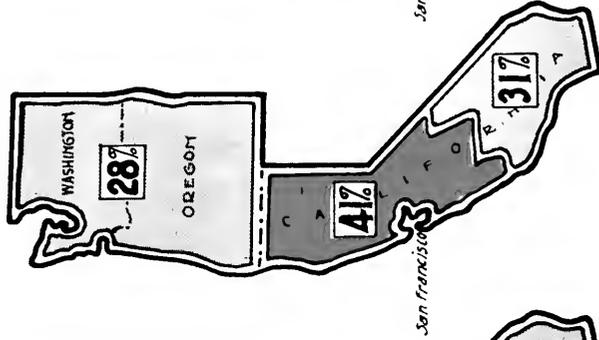
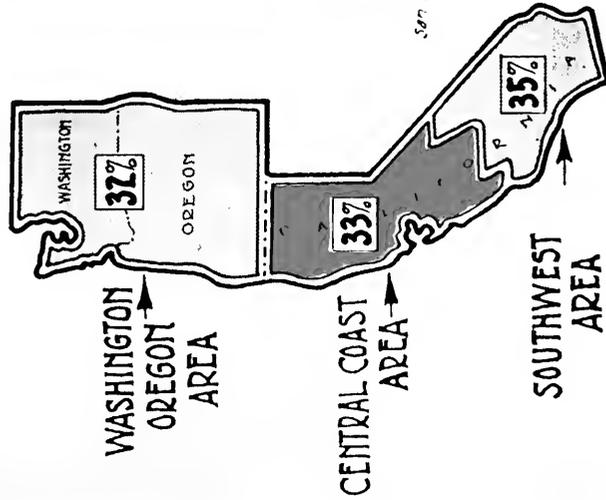
BANK DEPOSITS

## INDUSTRY

VALUE OF MANUFACTURES

## AGRICULTURE

FARM PRODUCT SALES VALUE



SOURCE OF DATA: U.S. DEPT. OF COMMERCE MARKET DATA BOOK - 1929.  
\*THE 100,000 GROUP OF AMERICAN CITIES - 1929



INDUSTRIAL DEPARTMENT - SAN FRANCISCO CHAMBER OF COMMERCE.

# GENERAL CONSUMER MARKET

**POPULATION\***

**MANUFACTURING**

**MINING**

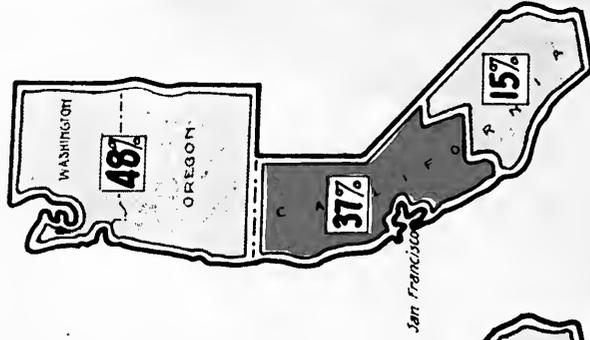
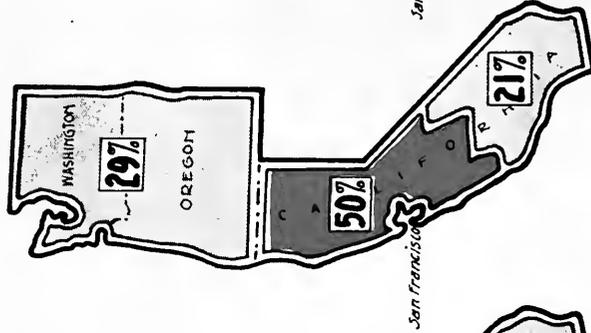
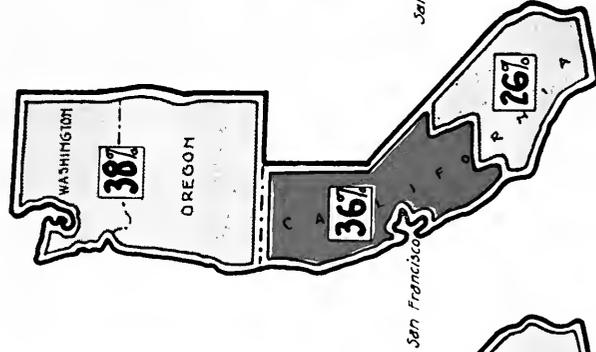
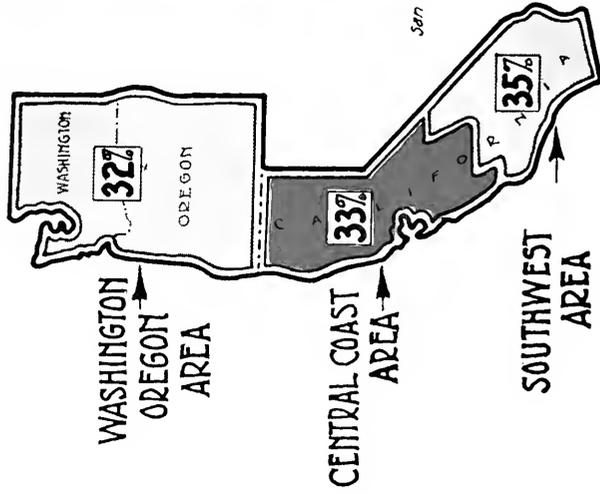
**AGRICULTURE**

TOTAL

NO. OF WAGE EARNERS

NO. OF EMPLOYEES

FARM POPULATION



SOURCE OF DATA: U.S. DEPT. OF COMMERCE MARKET DATA BOOK - 1929.  
 \* THE 100,000 GROUP OF AMERICAN CITIES - 1929.

INDUSTRIAL DEPARTMENT - SAN FRANCISCO CHAMBER OF COMMERCE.

# CONSUMER BUYING POWER

**SAVING BANK  
DEPOSITS**

A.B.C. DAILY CIRCULATION

**NEWSPAPERS**

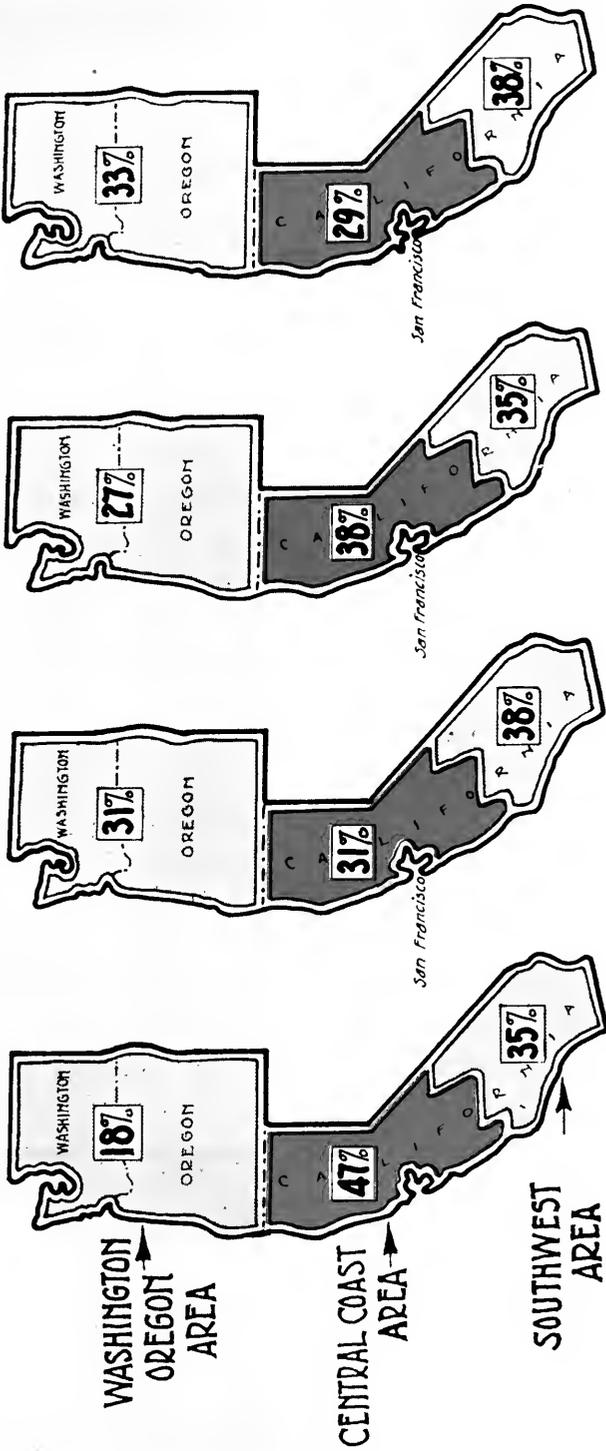
VALUE

**POSTAL RECEIPTS**

15 NATIONAL COMBINED

**MAGAZINE CIRCULATION**

15 NATIONAL COMBINED



SOURCE of DATA: U.S. DEPT. of COMMERCE MARKET DATA BOOK-1929.



INDUSTRIAL DEPARTMENT - SAN FRANCISCO CHAMBER OF COMMERCE.

# INDUSTRIAL MARKET

**MANUFACTURING**

**MANUFACTURES**

**INDUSTRIAL POWER**

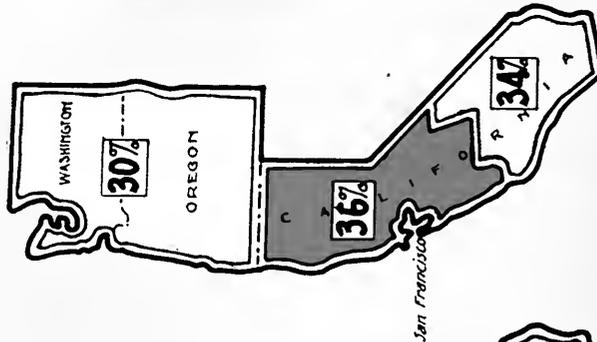
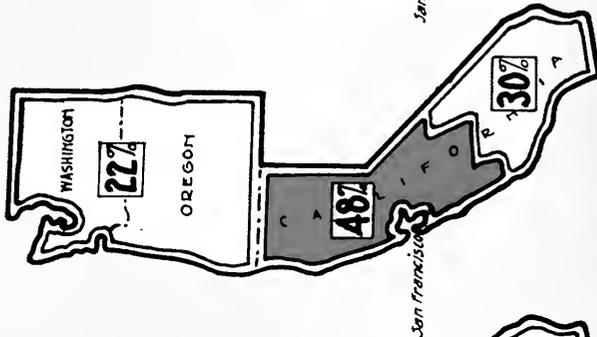
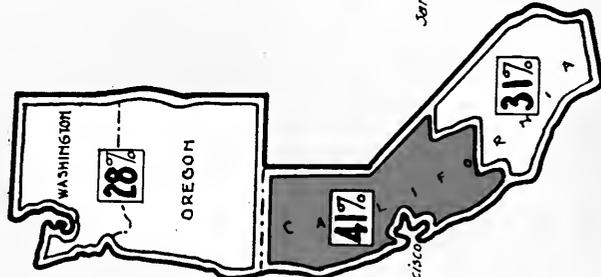
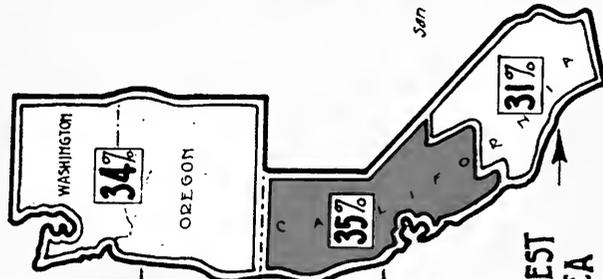
**MOTOR TRUCK**

ESTABLISHMENTS

VALUE OF PRODUCTS

CONSUMERS

REGISTRATIONS



WASHINGTON  
OREGON  
AREA

CENTRAL COAST  
AREA

SOUTHWEST  
AREA

San Francisco

San Francisco

San Francisco



# AGRICULTURAL MARKET

DAIRY PRODUCTS

POULTRY & EGGS

LIVESTOCK PRODUCTS

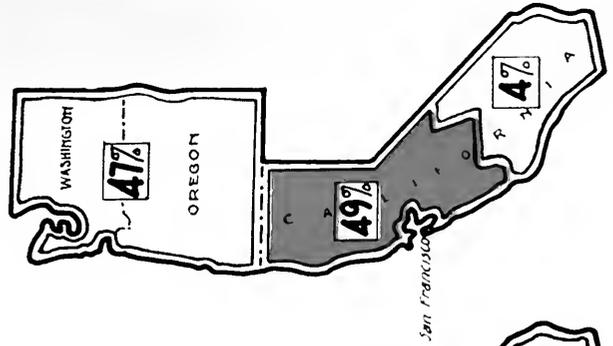
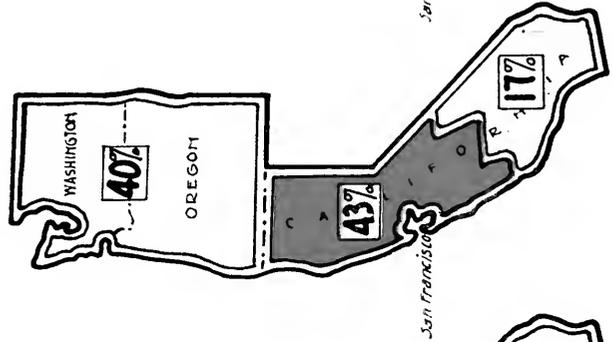
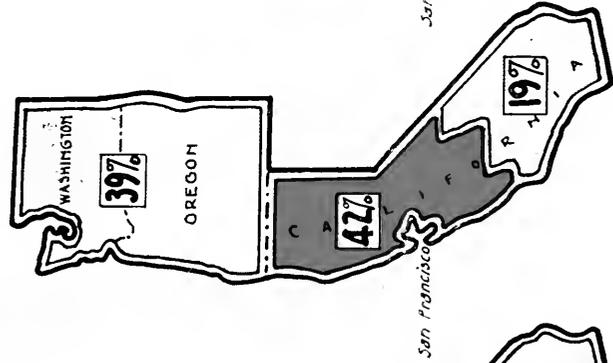
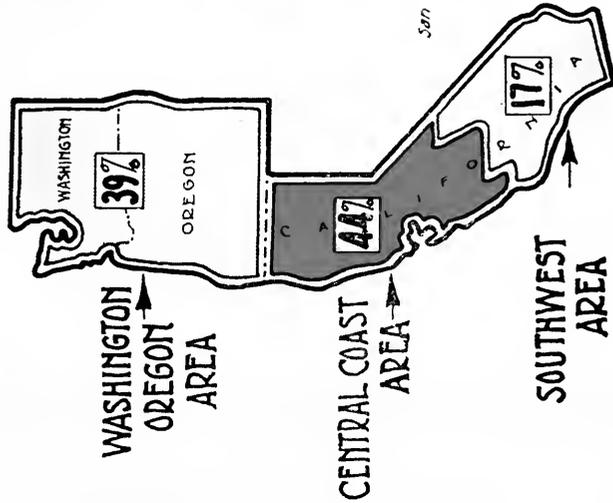
WOOL

VALUE

VALUE

VALUE

VALUE



SOURCE of DATA: U.S. DEPT. of COMMERCE MARKET DATA BOOK - 1929.



INDUSTRIAL DEPARTMENT - SAN FRANCISCO CHAMBER of COMMERCE.

# DISTRIBUTION of MANUFACTURING ESTABLISHMENTS

**PAPER & PRINTING**

INDUSTRIES

**RUBBER**

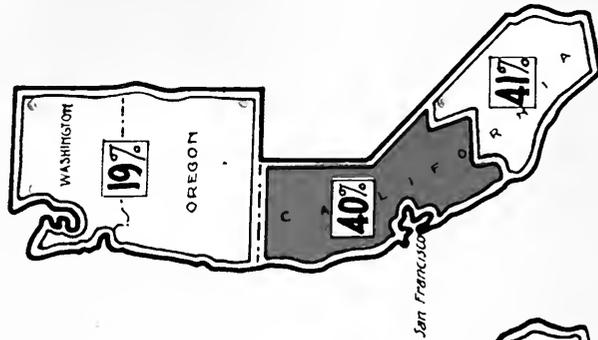
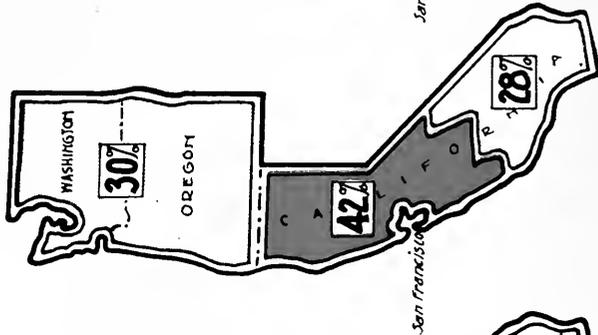
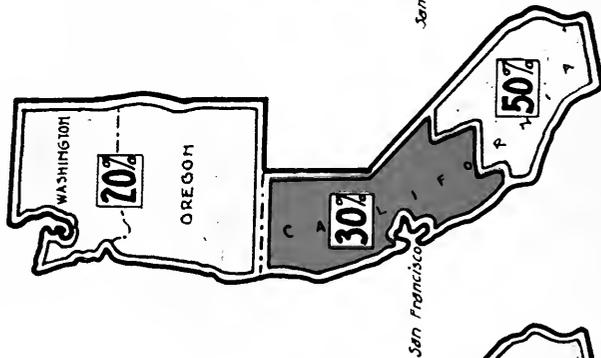
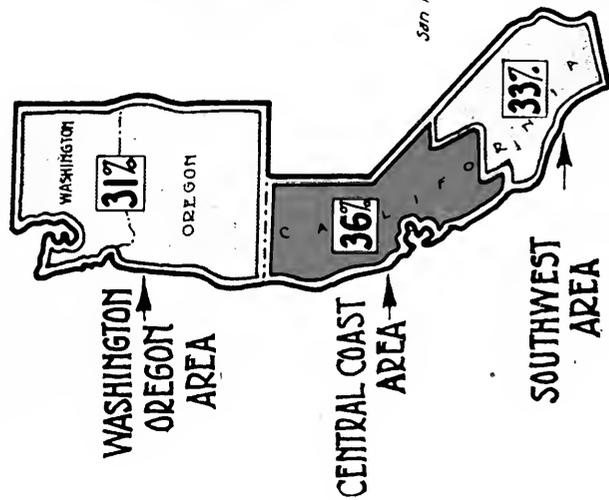
PRODUCTS

**LEATHER**

& ITS MFRS.

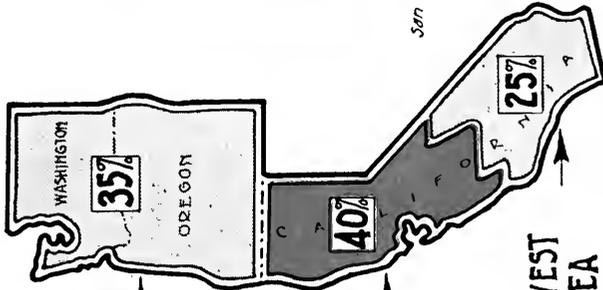
**CHEMICALS**

PRODUCTS



# DISTRIBUTION of MANUFACTURING ESTABLISHMENTS

**FOOD**  
PRODUCTS

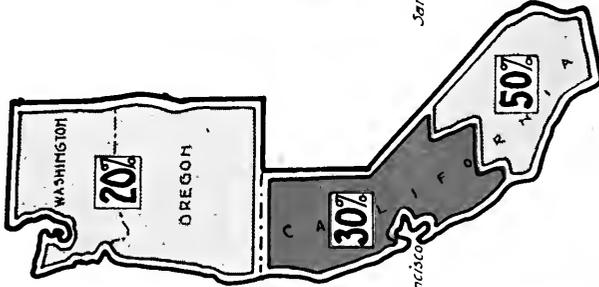


WASHINGTON  
OREGON  
AREA

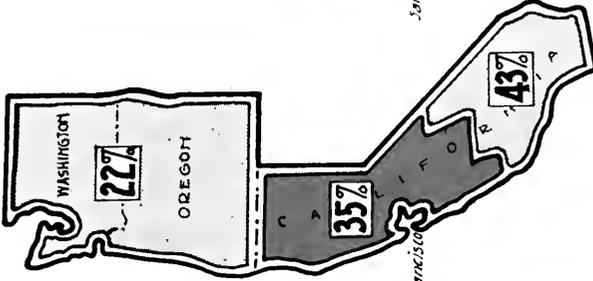
CENTRAL COAST  
AREA

SOUTHWEST  
AREA

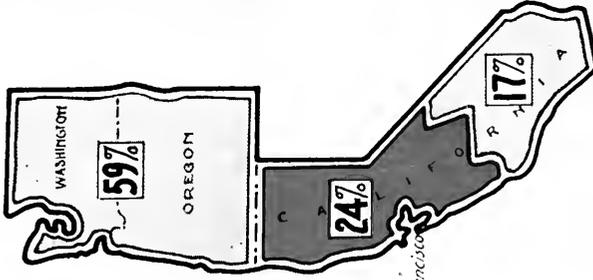
**TEXTILES**  
AND THEIR PRODUCTS



**IRON & STEEL**  
PRODUCTS



**FOREST**  
PRODUCTS



SOURCE of DATA: U.S. DEPT. of COMMERCE MARKET DATA BOOK - 1929.



INDUSTRIAL DEPARTMENT - SAN FRANCISCO CHAMBER of COMMERCE.

# DISTRIBUTION of MANUFACTURING ESTABLISHMENTS

**RAILROAD REPAIRS**

**MACHINERY**

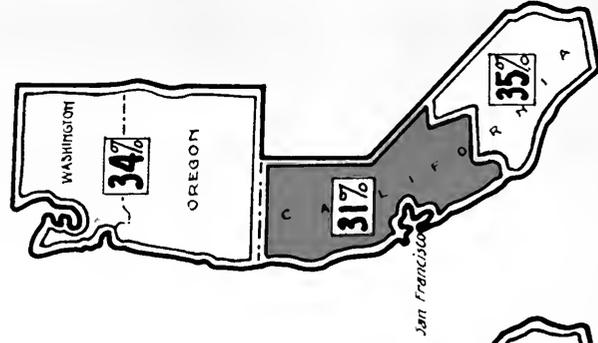
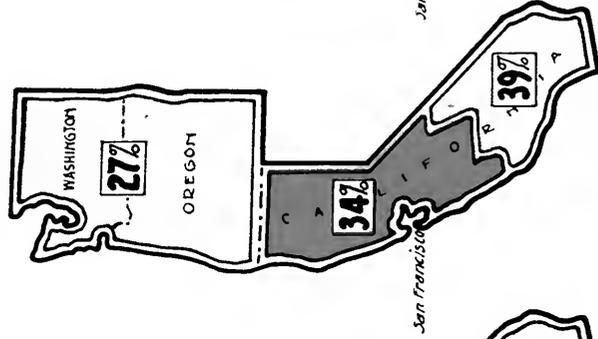
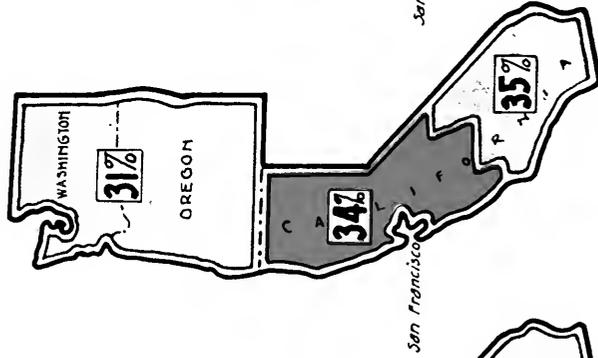
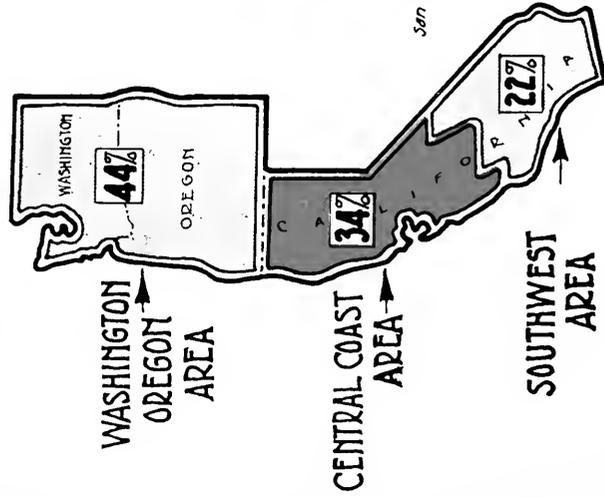
**METALS & METAL**

**TRANSPORTATION**

**SHOPS**

**PRODUCTS**

**EQUIPMENT**



# DISTRIBUTION of MANUFACTURING ESTABLISHMENTS

**TOBACCO**

**STONE, CLAY & GLASS**

**MISCELLANEOUS**

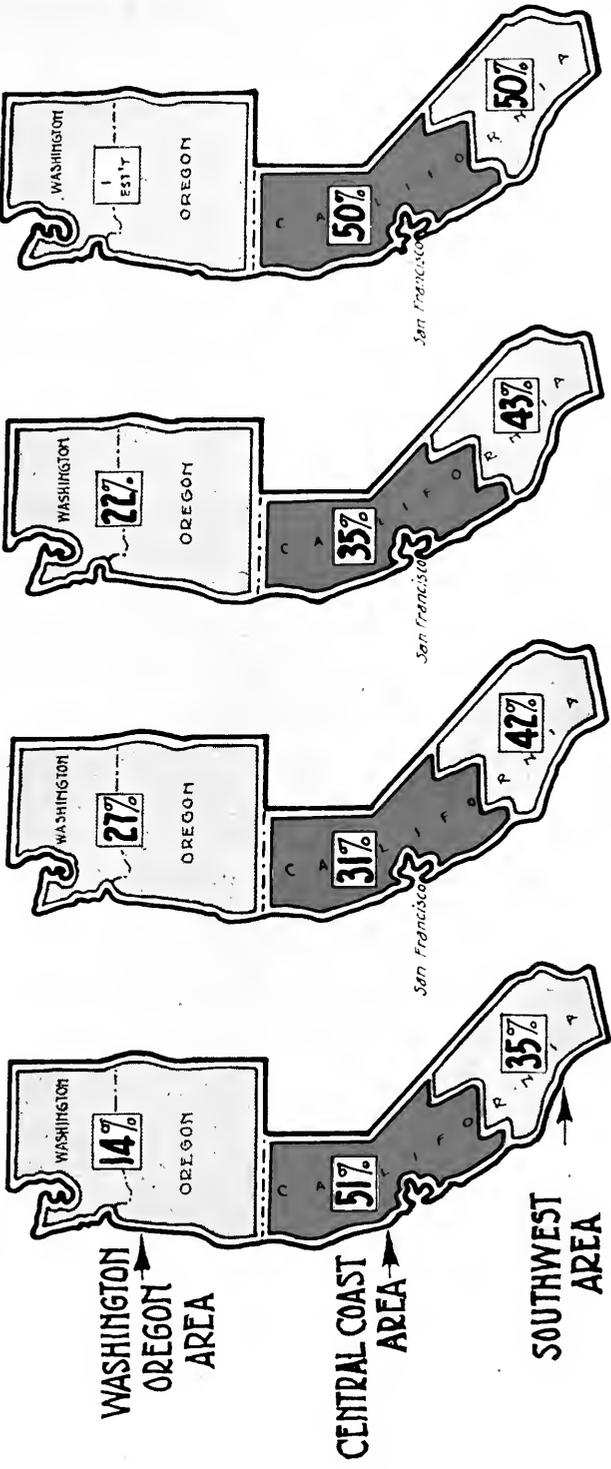
**MUSICAL INSTRUMENTS**

MFRS.

PRODUCTS

PRODUCTS

INSTRUMENTS



WASHINGTON  
OREGON  
AREA

CENTRAL COAST  
AREA

SOUTHWEST  
AREA

San Francisco

San Francisco

San Francisco

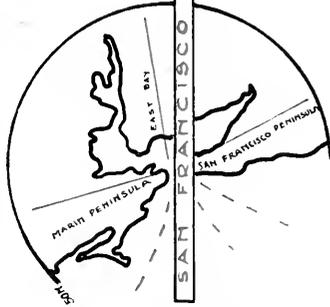
SOURCE of DATA: U.S. DEPT. of COMMERCE MARKET DATA BOOK-1929.



INDUSTRIAL DEPARTMENT - SAN FRANCISCO CHAMBER of COMMERCE.

# WESTERN MARKETS CENTER AT SAN FRANCISCO

SAN FRANCISCO BAY



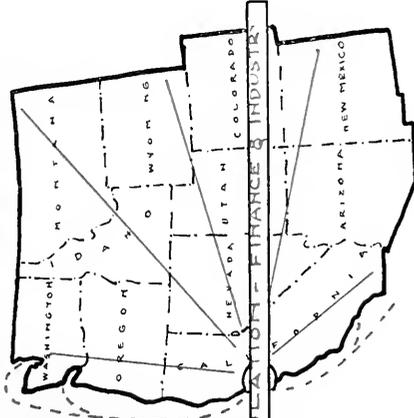
NO. CALIFORNIA



3 COAST STATES



11 WESTERN STATES

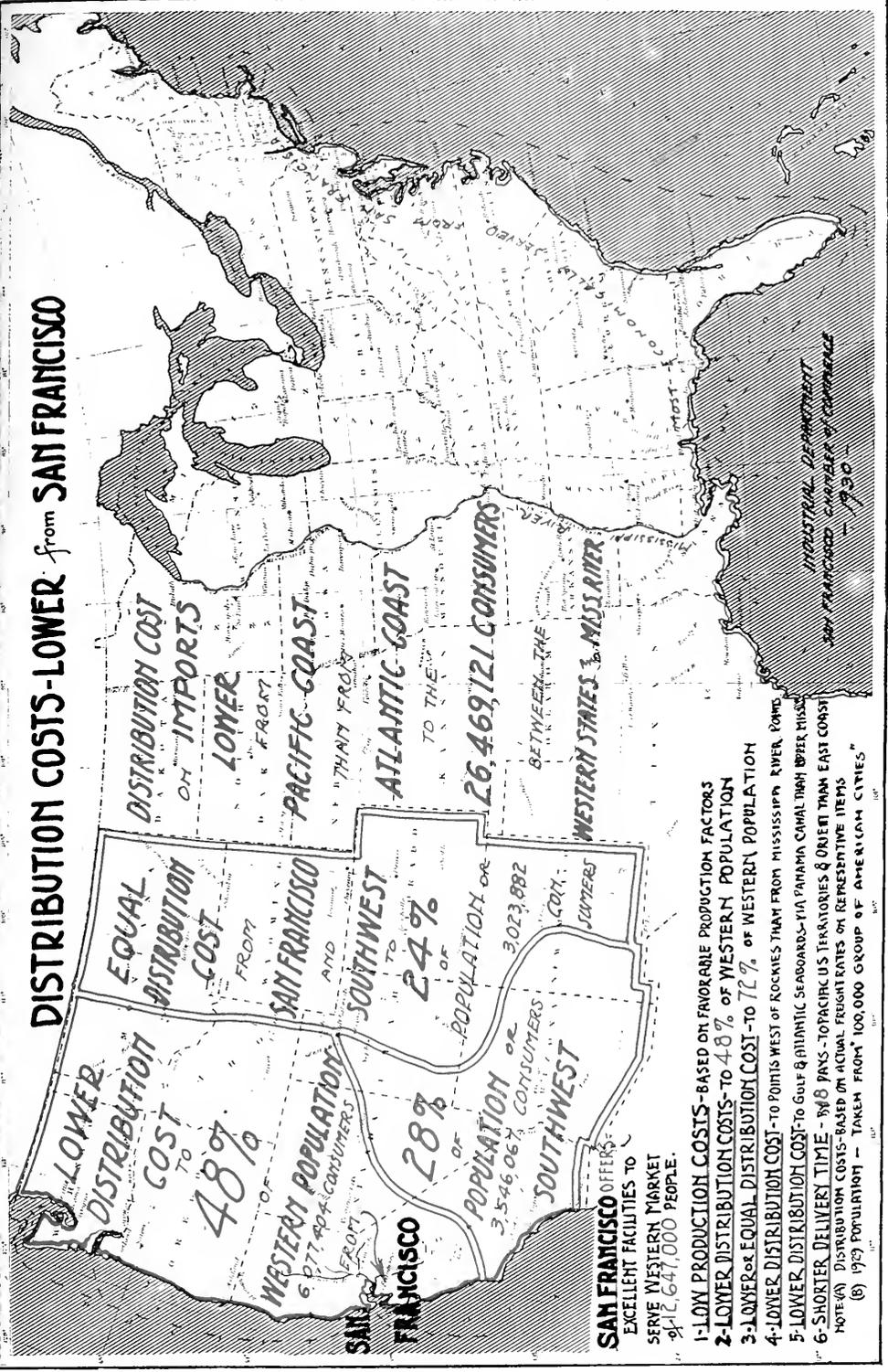


## ANNUAL SALES AT RETAIL OF 65 COMMODITIES

SAN FRANCISCO BAY DISTRICT	\$ 885, 000, 000
NORTHERN CALIFORNIA	\$ 1, 477, 000, 000
THREE COAST STATES	\$ 4, 440, 000, 000
ELEVEN WESTERN STATES	\$ 6, 580, 000, 000

INDUSTRIAL DEPARTMENT - SAN FRANCISCO CHAMBER OF COMMERCE

# DISTRIBUTION COSTS-LOWER from SAN FRANCISCO

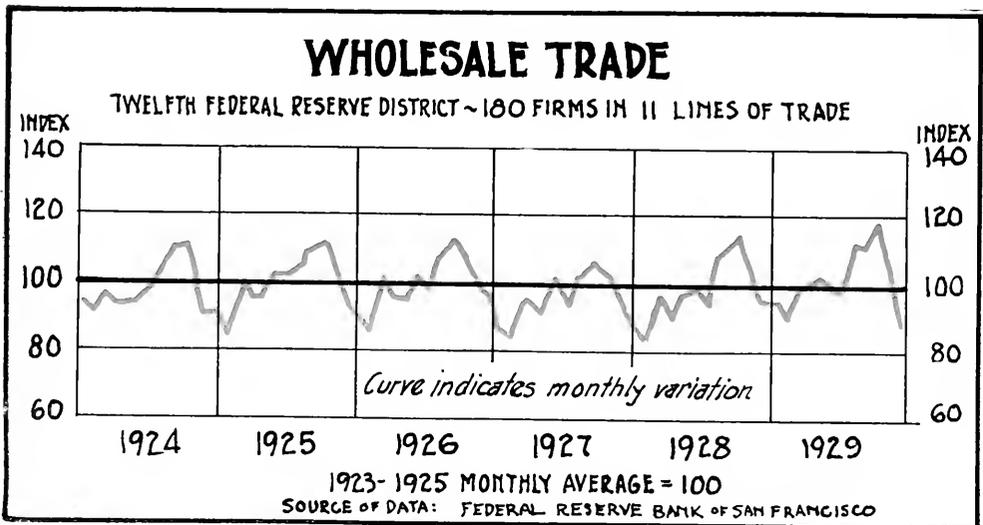
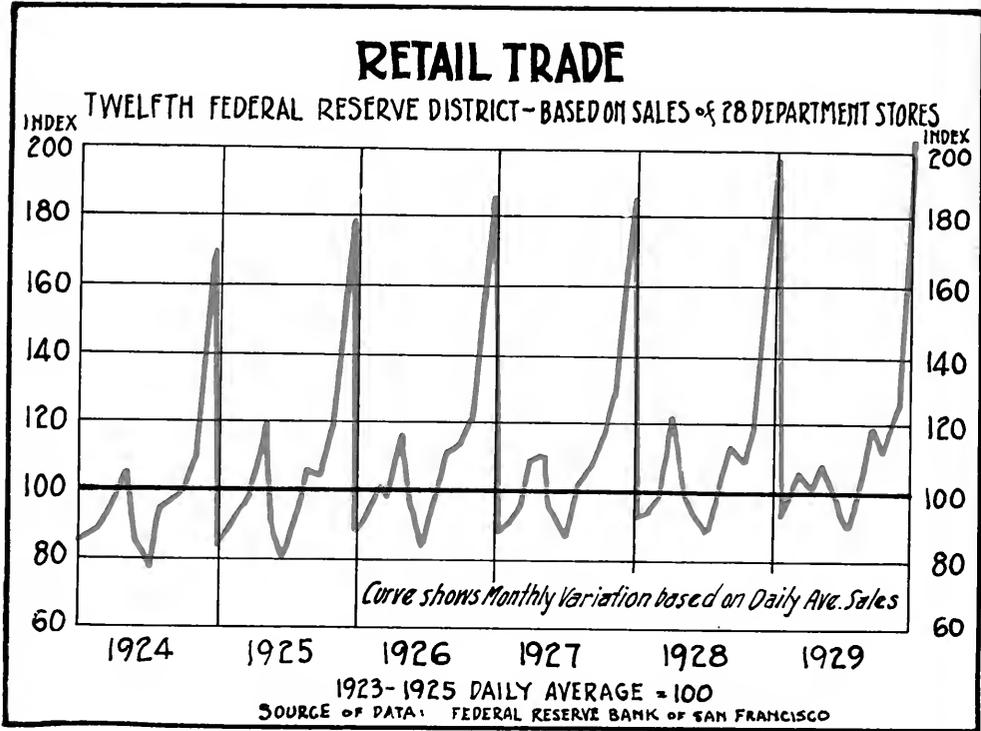


**SAN FRANCISCO OFFERS:**  
 EXCELLENT FACILITIES TO  
 SERVE WESTERN MARKET  
 OF 164,000,000 PEOPLE.

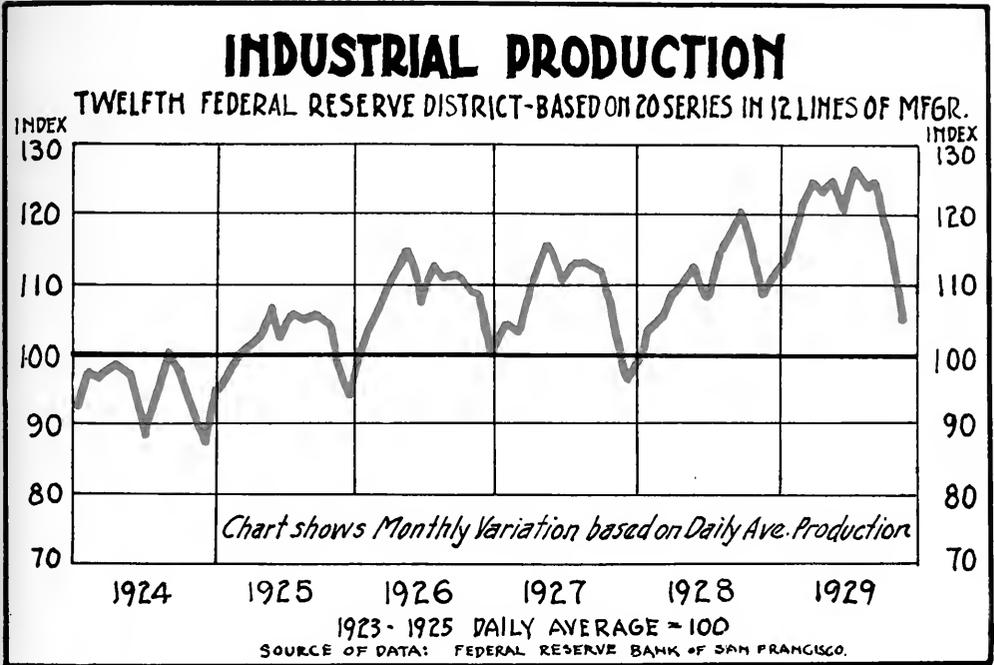
- 1-LOW PRODUCTION COSTS-BASED ON FAVORABLE PRODUCTION FACTORS
  - 2-LOWER DISTRIBUTION COSTS-TO 48% OF WESTERN POPULATION
  - 3-LOWER OR EQUAL DISTRIBUTION COST-TO 70% OF WESTERN POPULATION
  - 4-LOWER DISTRIBUTION COST-TO POINTS WEST OF ROCKIES THAN FROM MISSISSIPPI RIVER POINTS
  - 5-LOWER DISTRIBUTION COST-TO GULF & ATLANTIC SEABOARDS-VIA PANAMA CANAL THAN FROM MISSISSIPPI RIVER
  - 6-SHORTER DELIVERY TIME - 548 DAYS-TOPACIFIC US TERRITORIES & ORIENT THAN EAST COAST
- NOTE-(A) DISTRIBUTION COSTS-BASED ON ACTUAL FREIGHT RATES ON REPRESENTATIVE ITEMS  
 (B) 1929 POPULATION - TAKEN FROM 100,000 GROUP OF AMERICAN CITIES

INDUSTRIAL DEPARTMENT  
 SAN FRANCISCO CAPITAL OF COMMERCE

TREND OF RETAIL AND WHOLESALE TRADE — 12th FEDERAL RESERVE DISTRICT



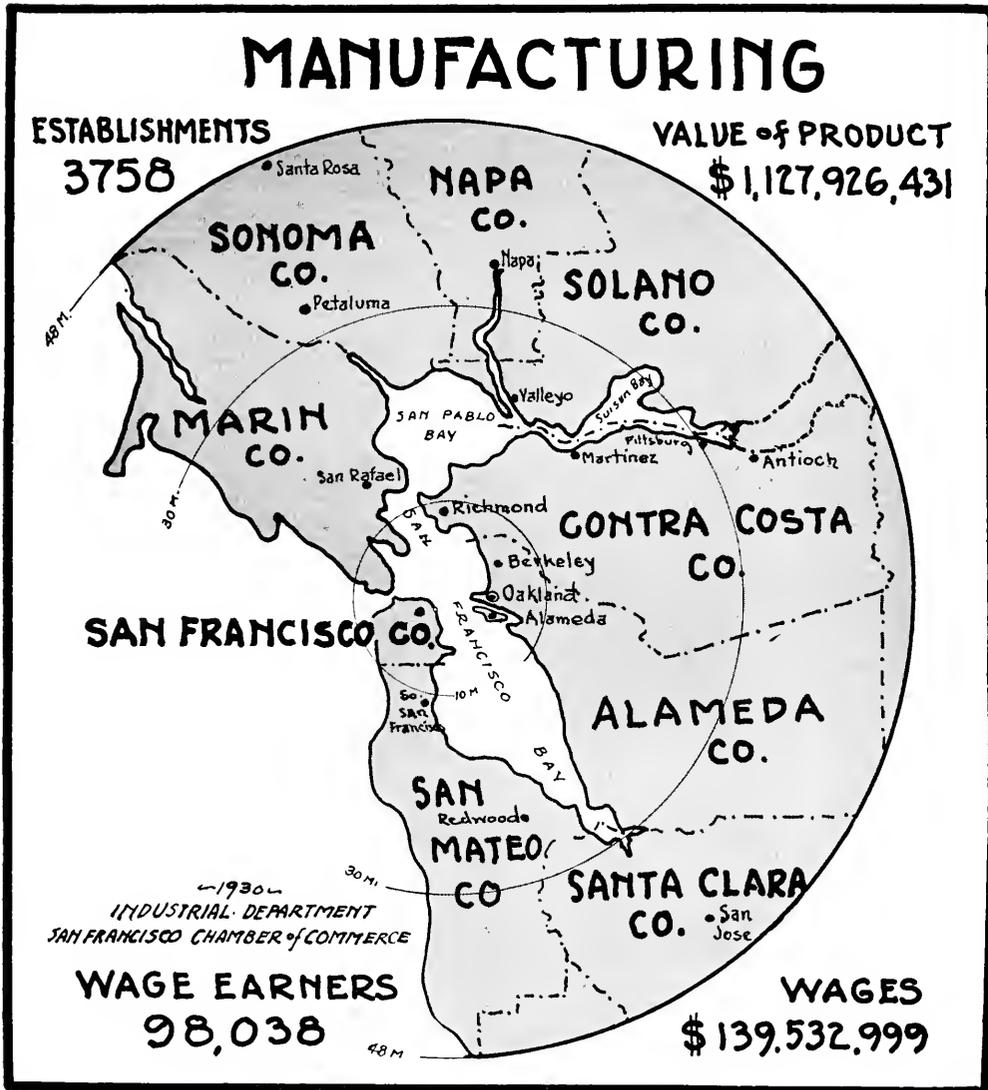
INDUSTRIAL PRODUCTION TREND—TYPE AND DISTRIBUTION OF MANUFACTURING ESTABLISHMENTS IN THE TWELFTH FEDERAL RESERVE DISTRICT



TYPE OF ESTABLISHMENT	STATES							Washington
	Arizona*	California	Idaho	Nevada	New Mexico	Oregon	Utah	
Chemicals .....	21	532	6	4	11	35	24	87
Food .....	137	2882	222	42	88	517	269	1005
Forest Products .....	23	904	119	8	44	478	31	780
Iron and Steel .....	4	368	...	...	...	29	10	72
Leather .....	4	131	1	1	1	22	4	32
Machinery .....	8	772	11	3	1	101	19	256
Metal and Metal Products .....	9	503	3	4	1	49	21	132
Musical Instruments .....	...	21	...	...	...	...	...	1
Paper and Printing .....	56	1769	82	27	38	296	96	494
Railroad Repair Shop .....	15	97	11	21	11	24	13	54
Rubber .....	...	25	...	...	...	3	...	3
Stone, Clay and Glass .....	17	498	12	6	7	61	29	121
Textiles .....	1	699	4	...	1	60	24	114
Tobacco .....	...	47	2	...	...	3	3	3
Transportation Equipment .....	1	185	3	...	...	19	3	75
Miscellaneous Industries .....	4	676	...	2	1	61	16	124

\*Five Southeast Arizona counties are not included in 12th Federal Reserve District.

TYPES AND DISTRIBUTION OF MANUFACTURING ESTABLISHMENTS  
IN THE NINE BAY COUNTIES AREA



COUNTIES

TYPE OF ESTABLISHMENT	Alameda	Contra Costa	Marin	Napa	San Francisco	San Mateo	Santa Clara	Solano	Sonoma
Chemicals	74	19	2	4	85	6	11	2	..
Food	269	29	17	21	454	22	157	19	56
Forest Products	114	8	3	2	146	12	14	2	12
Iron and Steel	46	5	..	..	90	3	5	..	1
Leather	11	..	1	4	51	2	1	..	2
Machinery	106	3	..	..	169	3	23	1	1
Metals and Metal Products	47	2	..	..	139	3	7	1	2
Musical Instruments	6	..	..	..	4	..	..	..	..
Paper and Printing	125	17	5	7	475	7	39	11	16
Railroad Repair Shop	5	4	3	1	6	..	2	2	1
Rubber	5	1	..	..	2	..	..	..	..
Stone, Clay and Glass	498	7	1	..	41	10	13	1	3
Textiles	35	1	..	1	197	..	6	5	1
Tobacco	2	..	..	..	23	..	..	..	..
Transportation Equipment	31	1	3	..	36	..	1	..	..
Miscellaneous Industries	78	..	1	..	168	2	8	..	1



SAN FRANCISCO IS A RAIL AND WATER TERMINAL FOR THREE  
TRANSCONTINENTAL RAIL LINES AND 149 STEAMSHIP LINES

# RAILROADS



1930  
INDUSTRIAL DEPARTMENT  
SAN FRANCISCO CHAMBER OF COMMERCE

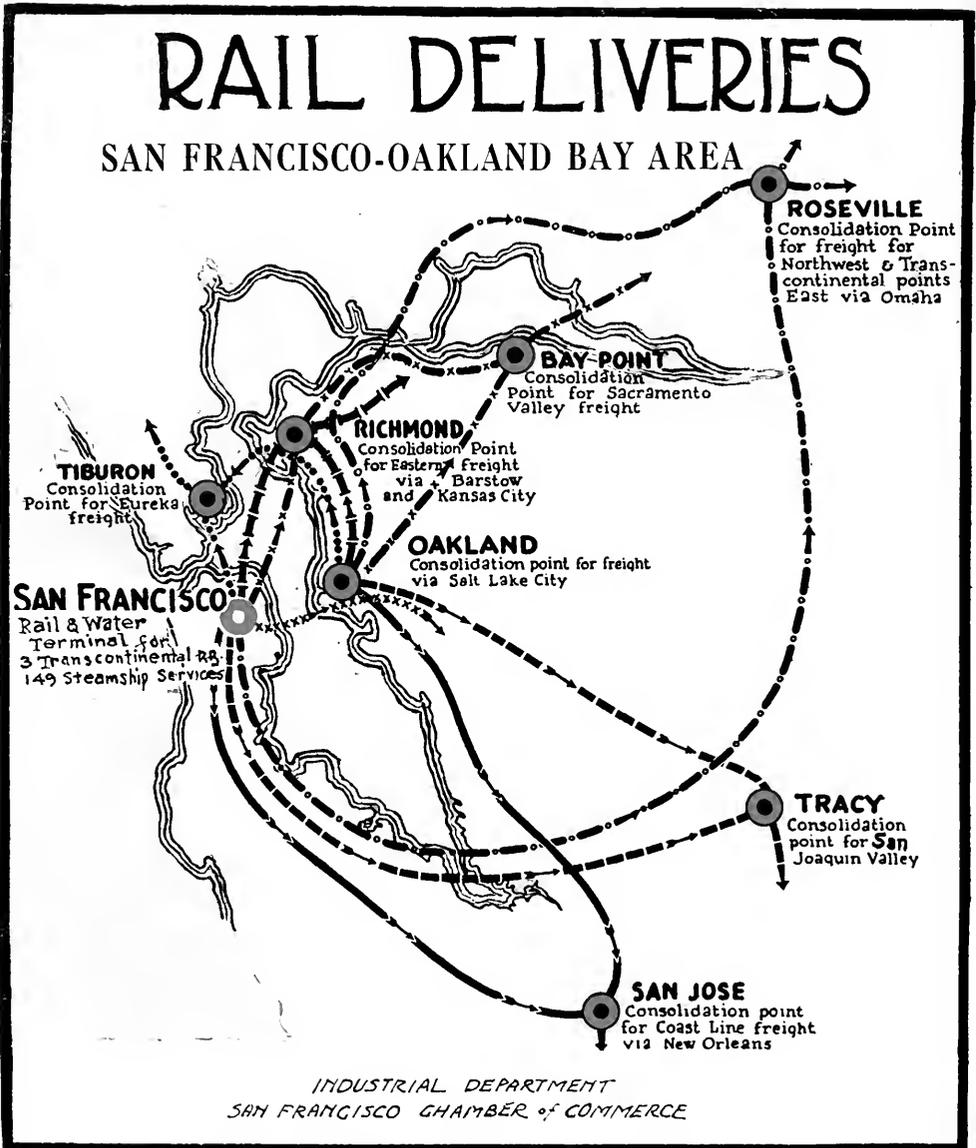
THE MANUFACTURER'S DOOR IN SAN FRANCISCO OPENS TO THE GREAT WATERWAYS OF THE WORLD

# SHIPPING



102 Regular Steamship Lines and a number of private'y owned bring the total to 149 lines calling at San Francisco

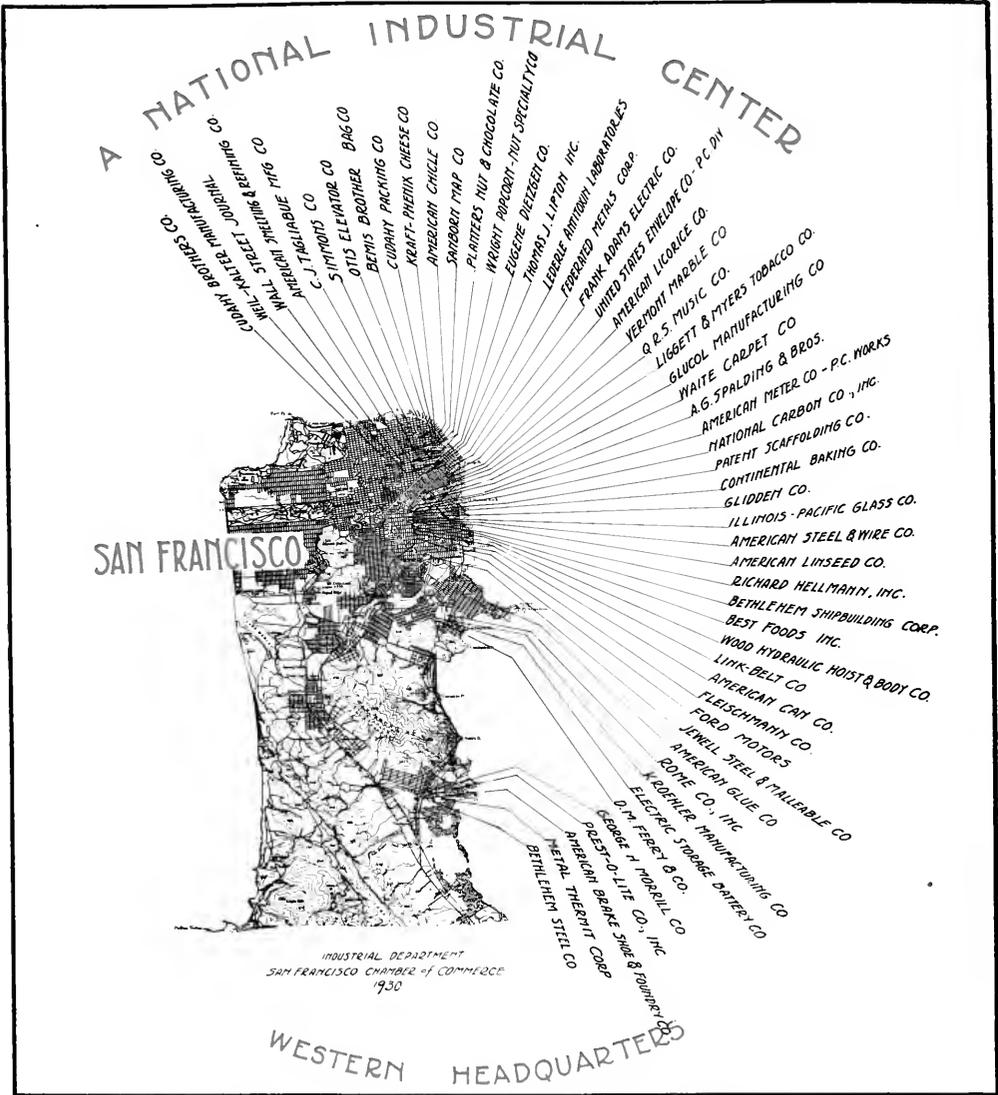
## FREIGHT CONSOLIDATION POINTS



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 Same Charges and Same Delivery Time

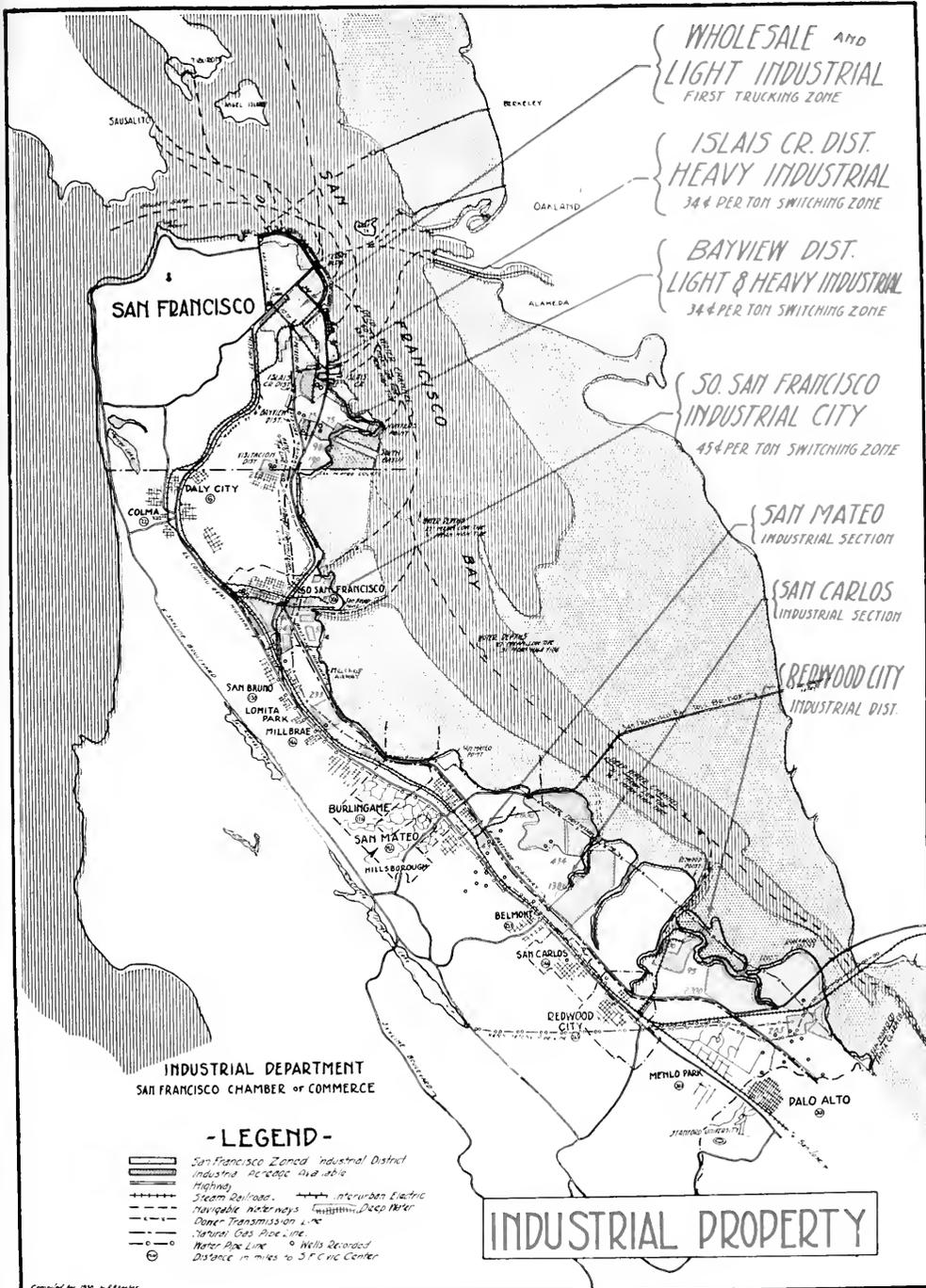


TYPES OF MANUFACTURING ENTERPRISES WITH NATIONAL DISTRIBUTION WHICH FIND IT EXPEDIENT AND PROFITABLE TO MANUFACTURE IN SAN FRANCISCO



More than 1500 National Concerns have chosen San Francisco for their Western Headquarters

THE SAN FRANCISCO PENINSULA HAS OVER 10,000 ACRES OF LAND READY FOR INDUSTRY

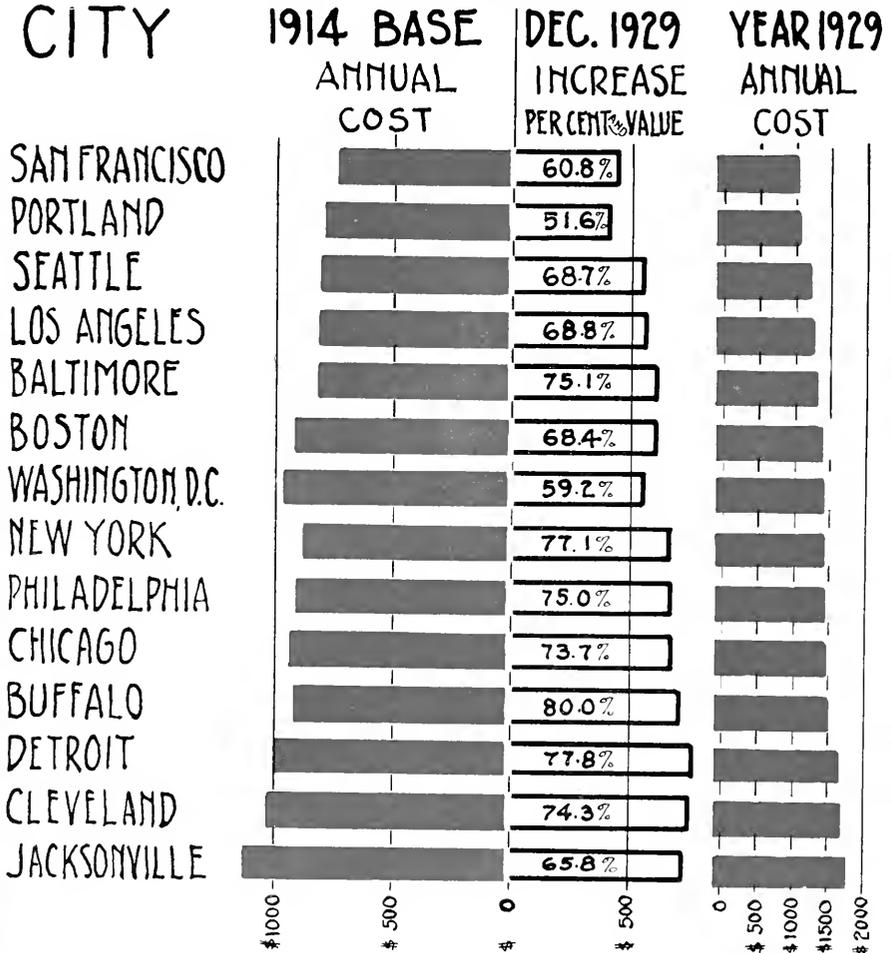


More than 2450 Factories are established on the Peninsula contiguous to good labor supply.  
Happy homes, splendid educational facilities and climatic conditions unexcelled

# COST OF LIVING

FOR AVERAGE WORKMAN FAMILY  
 IN  
 14 CITIES for YEARS 1914 AND 1929

## ~ TREND ~



NOTE: The figures used in above chart are based on U.S. LABOR DEPARTMENT reports & data weighted by that DEPARTMENT. The cost include food, clothing, housing, fuel, light, furniture, furnishings & miscellaneous.

INDUSTRIAL DEPARTMENT  
 SAN FRANCISCO CHAMBER OF COMMERCE

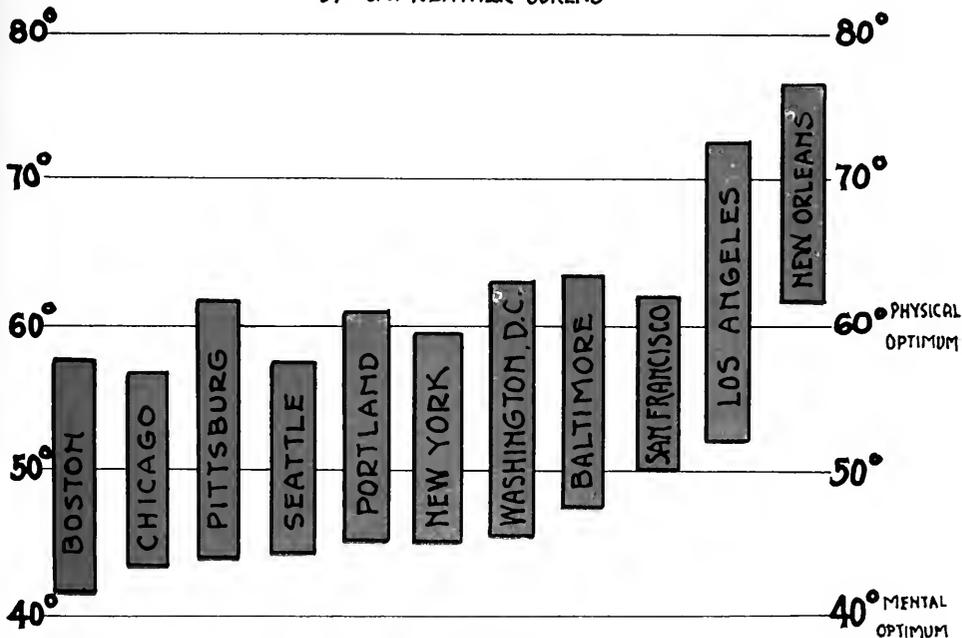
MOST UNIFORM TEMPERATURE OF 11 CITIES, IN SAN FRANCISCO

# CLIMATE

## DAILY MEAN MAXIMUM <sup>AND</sup> MEAN MINIMUM

TEMPERATURE OBSERVATIONS - MORE THAN 20 YEARS

BY U.S. WEATHER BUREAU



INDUSTRIAL DEPARTMENT  
SAN FRANCISCO CHAMBER OF COMMERCE

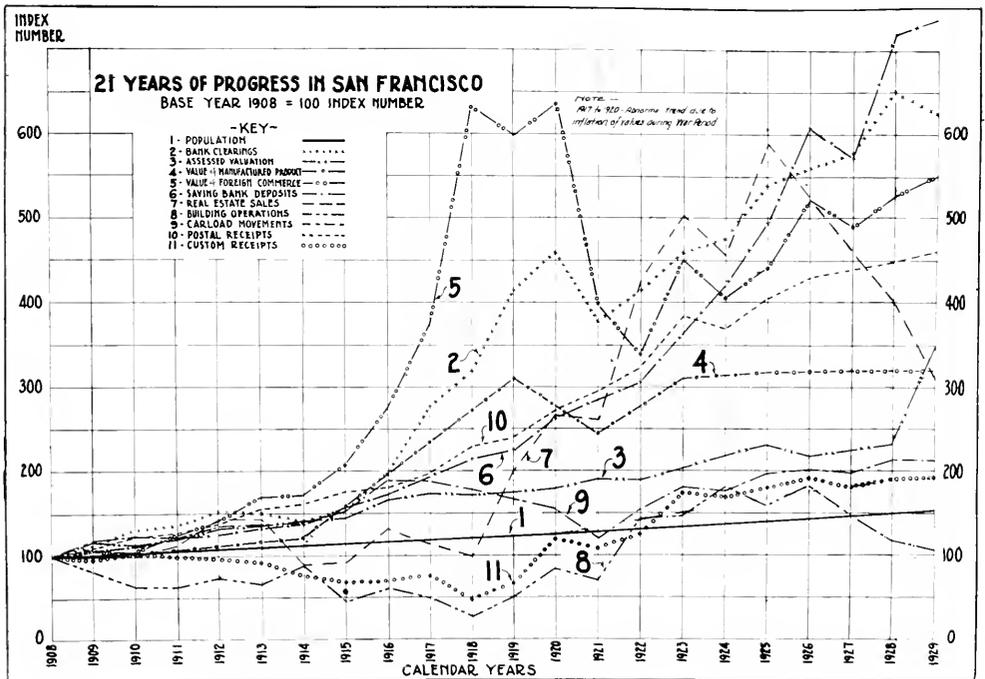
Records of the United States Weather Bureau, over a long period of years, indicate San Francisco a city of dependably uniform temperature with an average daily range of 12°. 64 of every 100 possible hours of sunshine has been the average in San Francisco for more than 20 years. The records reveal an average of 168 days a year when the sun shone all day. The average rainfall of 22 inches occurs largely during the period extending from December to March

# Growth Factors in San Francisco's

COMPILED BY INDUSTRIAL DEPARTMENT

GROWTH FACTORS	SOURCE INDEX	1908	1909	1910	1911	1912	1913	1914	1915	1916
I. Population.....	(A)	402,086	409,499	(1)416,912	425,888	434,864	443,841	452,818	461,794	471,000
II. Bank Clearings.....	(B)	\$1,757,141,850	\$1,979,872,570	\$2,323,772,870	\$2,427,075,543	\$2,677,561,952	\$2,624,428,824	\$2,516,004,816	\$2,633,638,925	\$3,479,862,000
III. Assessed Valuation (2), (3).....	(C)	454,334,160	539,093,065	515,028,100	545,064,347	604,813,249	623,847,729	647,207,514	656,344,229	755,888,000
IV. Value of Manufactured Products.....	(D)	134,227,860	(1)133,041,069	138,892,800	144,744,600	150,596,400	156,448,200	(1)162,300,000	213,304,200	264,308,000
V. Value of Foreign Commerce (3).....	(E)	76,251,545	81,667,481	80,351,403	94,509,924	108,485,205	128,523,066	130,485,990	157,569,007	208,200,000
VI. Savings Bank Deposits—S.F. Banks (4).....	(F)	137,098,974	.....	155,701,351	168,744,339	172,347,277	183,964,994	190,226,398	214,626,632	237,565,000
VII. Real Estate Sales.....	(G)	31,083,572	33,879,073	31,291,293	35,268,661	45,175,233	44,728,900	27,574,992	28,741,399	41,352,000
VIII. Building Operations (5).....	(H)	31,668,341	26,184,068	20,508,556	20,915,474	23,338,563	21,037,264	28,177,563	13,990,704	18,832,000
IX. Carload Movements (6).....	(J)	117,961	141,726	147,390	145,119	161,182	163,169	165,967	180,054	221,000
X. Postal Receipts.....	(K)	2,010,833	2,212,163	2,488,224	2,570,215	2,783,049	3,116,973	3,252,303	3,561,800	3,638,000
XI. Customs Receipts.....	(K)	6,829,895	6,698,092	7,125,711	6,778,529	6,652,146	6,399,976	5,183,226	4,647,886	4,737,000

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 Magee & Sons.  
 (H) S. F. Department of Public Works (through Building and Engineering News).  
 (I) Pacific Car Demurrage Bureau. (J) U. S. Post Office. (K) U. S. Collector of Customs.

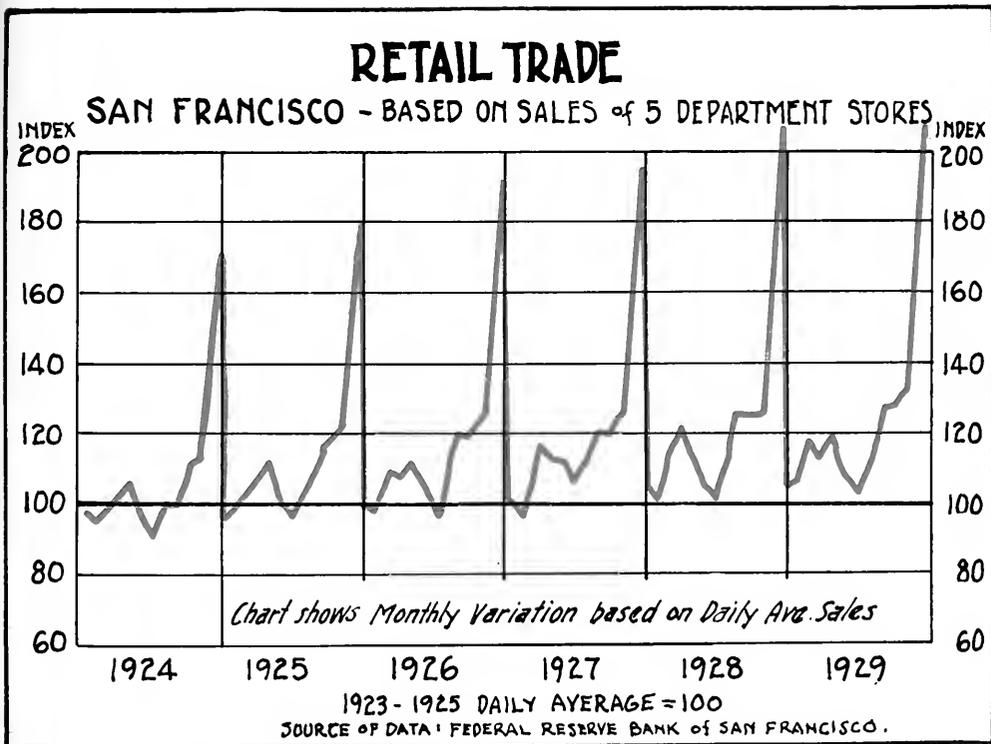


# Progress-21-Year Period-1908 to 1929 Incl.

SAN FRANCISCO CHAMBER OF COMMERCE

1917	1918	1919	1920	1921	1922	1923	1924	1925	1926	1927	1928	1929
479,746	488,723	497,700	(1)506,676	(8)518,507	(8)530,340	(8)542,172	(8)554,005	(8)565,837	(8)577,670	(8)589,502	(8)601,335	(8)613,168
\$37,854,596	\$5,629,321,142	\$7,286,339,237	\$8,122,064,916	\$6,029,501,357	\$7,274,069,242	\$8,049,583,490	\$8,366,230,636	\$9,479,464,458	\$9,799,708,677	\$10,117,987,209	\$11,491,219,374	\$10,938,052,000
791,786,293	780,450,765	793,707,190	817,691,922	867,183,227	855,662,874	916,079,189	988,668,165	1,049,862,516	982,590,022	1,025,317,945	1,055,867,698	1,585,101,520
315,312,600	366,316,800	(1)417,321,000	372,410,208	(1)327,499,417	371,808,471	(1)416,317,535	421,613,225	(1)426,809,926	428,269,060	(1)429,728,194	431,187,328	429,728,194
286,917,617	490,778,266	455,863,420	486,083,695	303,715,513	258,168,630	343,325,940	308,562,301	336,439,199	397,058,152	374,560,010	399,741,728	423,175,828
35,453,511	293,997,177	307,292,438	358,867,992	390,136,816	418,375,902	499,504,013	575,180,901	678,750,170	831,793,238	785,722,340	987,861,401	1,002,166,635
15,635,319	7,924,319	15,163,242	26,729,992	22,244,672	45,327,206	46,676,079	57,852,973	50,392,793	57,953,948	47,032,848	37,766,731	33,682,025
221,099	208,539	195,758	182,317	143,604	183,479	212,548	207,648	230,880	236,699	234,053	251,723	250,737
3,964,045	4,582,503	4,825,547	5,452,681	5,928,350	6,485,405	7,704,036	7,455,948	8,132,899	8,643,375	8,813,807	9,014,988	9,287,704
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	13,097,670	12,416,986	12,820,345	13,037,940

- EXPLANATION: (1) U. S. Census, other years estimated.  
 (2) Basis of Assessment fifty per cent of true value.  
 (3) Figures for Fiscal year 1908 to 1918. Calendar year 1919 to 1929  
 (4) 1908 to 1914 inclusive, State Banks only; 1915 to 1929 inclusive, State and National Banks, figures taken as near January 1st of each year as were available; branch bank deposits included.  
 (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, Recognition and Unloading.  
 (8) San Francisco Chamber of Commerce Population estimate—1930 Preliminary U. S. Census figures—625,000.



# Industrial Growth of the CENTRAL CITY

By CAPEN A. FLEMING

*Manager Industrial Department  
San Francisco Chamber of Commerce*

A GOOD way to judge the advantages of industrial San Francisco is to see what experienced industrialists think of them. Many eastern corporations have already backed up their opinions with the large investments in San Francisco, and 1929 was, in some respects, an exceptional year in this direction.

The new \$500,000 plant of the Link Belt Company of Chicago has been completed and will be occupied very shortly. On the seven-acre site there will eventually rise an addition that will bring the investment up to \$1,000,000.

This plant has important neighbors, also branches of plants in the East. To the west is the handsome new building that houses the western activities of D. M. Ferry & Company of Detroit. To the east is another example of beauty in industrial plant architecture, the plant of the Electric Storage Battery Company of Philadelphia. Next to this is the site of the new plant of the Vermont Marble Company of Proctor, Vermont, adjoining which stands a large daylight building, which houses the western manufacturing operations of Rome Company of Rome, New York, and completing the circle of the neighborhood we find the most modern of furniture plants, the 150,000-square-foot plant of the Kroehler Manufacturing Company of Chicago.

Besides the branch plants in this district, known as the Paul Tract, there are large, modern plants of local concerns, the newest of which was completed in 1929 by the Simon Mattress Manufacturing Company at a cost of \$300,000.

During 1929, ninety new industries located in San Francisco, and one hundred eighteen on the east side of the bay from Richmond to San Leandro. Forty of San Francisco's ninety are stock-carrying branches or branch factories of eastern industries, and the most of these serve the entire West from San Francisco. They find it cheaper to ship to the western market from San Francisco because of our central location.

Among the new branches we have such names as Elizabeth Arden Company of New York, the Ohio Varnish Company of Cleveland, Ohio, with a payroll of \$12,000; the Godman Shoe Company of Columbus, Ohio, with 25,000 square feet of floor space and a \$20,000 payroll; Craddock Terry Company of Lynch-

burg, Virginia, in a six-story building of 40,000 square feet with an annual payroll of \$72,000; and stock car-

ried here valued at \$600,000; Yardley and Company of London, England; the General Hosiery Company of Fort Wayne, Indiana; Weil Kalter Manufacturing Company of St. Louis, busily manufacturing rayon lingerie with the help of forty employees; the Rome Company, Incorporated, in its large three-story plant, increased by one-third over what it was when occupied by the Premier Bed and Spring Company; Cudahy Brothers Company of Cudahy, Wisconsin, boiling, smoking and packing hams in their two-story plant of 18,000 square feet which employs twenty-five people; the Wall Street Journal of New York, printed in San Francisco for the West in a model publishing plant with a payroll of \$100,000 a year; the Continental Baking Company of New York, with its two new plants, the one housing the Hostess Cake operations, and the other for making Wonder Bread. The investment is almost \$1,000,000 and three hundred people are gainfully employed.

The total value of products of the ninety new industries located in San Francisco in 1929, estimated from payroll figures, is \$13,000,000.

Fully as interesting a story is found in the case of plant additions. The American Can Company, with Pacific Coast headquarters in San Francisco and with three large plants in this city, has just completed in connection with the Third Street can-making plant a warehouse addition of 160,000 square feet at a cost of \$400,000.

Heintz & Kaufman, manufacturers of radio equipment made famous by its use on the Byrd and Wilkins expeditions, is now located in a fine new plant, consisting of four buildings in South San Francisco, which is within the switching limits of San Francisco. Wesix, Incorporated, in 1929 moved into a new plant building of 75,000 square feet where Wesix electric heaters are made for national distribution.

William Volker & Company, manufacturers of window shades, and distributors of floor coverings and furniture, is now housed in a fine new plant at the foot of New Montgomery Street containing 60,000 square feet of floor space.

Graybar Electric Company has completed its new headquarters building which contains 45,000 square

# A Foreign Trade Letter

## To the MEMBERSHIP

By William L. Montgomery  
*Assistant Manager Foreign Trade Department  
 San Francisco Chamber of Commerce*

IT was Chas. L. Wheeler, vice president and general manager of the McCormick Steamship Company, who stated during a Foreign Trade Week address, "Without the Golden Gate, San Francisco would be a Bolinas or a Half Moon Bay!" Words of wisdom, these, for San Francisco's past development has been, and San Francisco's destiny is, inextricably welded to the commerce moving through the Golden Gate. Were it not for San Francisco's waterborne commerce, grass would be growing on Market Street.

Growing at the rate of two million tons and about \$75,000,000 annually, total waterborne commerce of San Francisco Bay has for years been second in the United States only to New York's. One hundred and sixty-five shipping services are now available at San Francisco. These services carry California's products to the world, and stamp San Francisco as the chief port on the west coast of the Americas.

Since their establishment on the Pacific Coast, consulates general and commercial attaches of foreign countries have made their headquarters in our city. This is tangible evidence that San Francisco is appreciated the world over as the capital city of the Pacific Coast. Emphasis to this truth is given by the recent establishment here of the Pacific Coast headquarters for commercial agents of the governments of Mexico, China and Canada. The Panama Railroad lately has opened here its headquarters for its Pacific Coast purchases. Associated with these indicators of dominance, we have in San Francisco the home offices and Pacific Coast headquarters of leading steamship companies, customs brokers and freight forwarders, financial institutions and insurance companies. These concerns are here because the metropolitan area of San Francisco is the population, industrial, distribution and financial center of the Pacific Coast. And these prominent companies build San Francisco ever greater.

World cities have ever been located on good harbors, close to principal trade channels. Capital cities like Constantinople, London, New York, Shanghai, Hong Kong, Rio de Janeiro, Sydney, illustrate this point. It is good to know that San Francisco is less than 100 miles removed from the great circle trade route from the Panama Canal to Japan. World commerce is gravitating to the Pacific. Trade between Asia and America is grow-

ing at a faster pace than trade elsewhere in the world. Balanced two-way cargo in diversified

commodities make a solid foundation for San Francisco's trade development. Balanced cargo in and out of the bay means that no ship enters or leaves our harbor in ballast. Diversified cargo means the maintenance of good business regardless of temporary fluctuations in commodities or in foreign markets. Supporting statistical data are presented elsewhere in this publication.

Riding on the Presidio cliffs skirting the Golden Gate, San Franciscans stop to admire the seascape. At any hour may be seen cargo carriers entering and departing. Admiration, untinged with economics, is the common reaction of observers on the cliffs, charmed by the view and shipping below them. Dependent as they are on this flow of commerce, many San Franciscans have not discovered the Pacific Ocean. By that we mean the full significance of Pacific Ocean actualities and potentialities, trade problems and trade opportunities.

World conditions and trends must be considered in an evaluation of San Francisco's role in the drama of commerce. The drama is being played in the theatre of the Pacific, but its stage has a world setting. The prominence of San Francisco's part in the play depends upon many things.

On all fronts industrial countries are making a drive for markets. Hampered by artificial trade barriers, inadequate purchasing power and credit, and over-population in some quarters, the pressure of this drive is becoming terrific. If populations striving for a living by producing foodstuffs and textile materials, could transfer their energies to other activities, perhaps this pressure would be relieved. Existing surpluses of wheat, wool, coffee and other agricultural commodities, can only be dissipated when there is a general rise in purchasing power. Employment of man power in other industries could bring this about. Wheels must turn, converting raw resources into buildings, highways, and transportation equipment. But capital to lubricate the cogs, and management to direct and coordinate the machinery are in most places lacking. Investment of American funds and extension of credit would help effect an adjustment.

Besides lack of capital and skilled direction, Pacific Basin countries are today hampered in their march of progress by a world-wide trend for economic armaments. Even in this enlightened year



*The Phelan Building  
Gore of Market and O'Farrell Streets*

# A Foreign Trade Letter to the Membership

[continued from page 79]

of 1930, mechanisms are being fostered for uneconomic industrial activity. This is true for the United States; this is true for the world as a whole. Trade barriers are rising higher everywhere. These barriers are armaments dedicated to protecting uneconomic production. By setting up conditions favoring uneconomic development, channels of international commerce are dammed. Progress thus is stifled, and San Francisco, along with the rest of the world, is hampered in her development.

Until economic adjustments are made world peace is in jeopardy. Struggles for trade control have ever lead to internecine strife.

When all of us come to realize that development must be mutual, that our customers can buy from us in proportion as they are able to sell, then will follow

a scrapping of economic armaments, a clearance of trade channels.

There are indications that we are on the threshold of a new and more enlightened era of progress. All the world yearns for better things. Education and sanitation are indices of a raised stand-

ard of living, which in turn denotes progress. So, San Francisco with her advantages of location, an early start, and reputation for good will, cannot help but prosper in the general advance, and paradoxically, from the daughter of the Pa-

[continued on page 88]

## COMMERCE OF SAN FRANCISCO WITH FOREIGN COUNTRIES

YEAR	EXPORTS	IMPORTS	TOTAL TRADE
1928	\$201,268,000	\$198,290,000	\$399,558,000
1929	206,208,000	212,662,000	418,870,000
Increase or decrease	4,940,000 Inc.	14,372,000 Inc.	19,312,000 Inc.
Percentage change	2.5 Inc.	7.2 Inc.	4.8 Inc.

## COMMERCE OF SAN FRANCISCO WITH HAWAII

1928	\$48,909,000	\$112,000,000(est.)	\$161,000,000(est.)
1929	51,985,000	96,000,000(est.)	148,000,000(est.)
Increase or decrease	3,076,000 Inc.	16,000,000(est.)Dec.	13,000,000(est.)Dec.
Percentage change	6.3 Inc.	14.3 (est.)Dec.	8.1 (est.)Dec.

## JOINT FOREIGN AND HAWAIIAN COMMERCE OF SAN FRANCISCO

1928	\$250,177,000	\$310,290,000(est.)	\$560,467,000(est.)
1929	258,193,000	308,662,000(est.)	566,855,000(est.)
Increase or decrease	8,016,000 Inc.	1,628,000(est.)Dec.	6,388,000(est.) Inc.
Percentage change	3.2 Inc.	.5 Dec.	1.1 (est.) Inc.

## FOREIGN TRADE OF PRINCIPAL CUSTOMS DISTRICTS, 1928-1929

(In thousands of dollars)

	EXPORTS			IMPORTS			TOTAL FOREIGN TRADE		
	1928	1929	Rank <sup>Ⓞ</sup>	1928	1929	Rank <sup>Ⓞ</sup>	1928	1929	Rank
New York	\$1,769,904	\$1,902,953	1	\$1,950,058	\$2,153,481	1	\$3,719,668	\$4,056,434	1
Galveston	682,346	573,567	2	30,801	30,635	10	713,140	604,202	2
New Orleans	375,837	384,597	3	211,783	208,431	6	587,414	593,028	3
San Francisco	201,265	206,208	4	198,275	212,662	5	399,558	418,870	4
Seattle	150,817	153,873	7	229,024	216,774	4	379,913	370,647	5
Philadelphia	88,424	123,932	8	215,692	243,547	3	304,062	367,479	6
Poston	45,451	40,762	10	276,512	290,394	2	322,007	331,156	7
Los Angeles	141,899	166,329	6	54,351	63,685	8	196,300	230,014	8
Norfolk	182,595	172,000	5	32,818	30,867	9	215,413	202,867	9
Baltimore	98,974	\$4,231	9	110,026	116,569	7	208,999	200,800	10

<sup>Ⓞ</sup>The ten leading customs districts in total foreign trade were chosen for comparison. They are not necessarily the first ten in both imports or exports, and therefore the ranks shown under the headings "Exports" and "Imports" indicate the order in which they place among themselves and not the rank which they hold when all of the customs districts of the United States are taken into consideration.

## VALUES OF CERTAIN LEADING COMMODITIES OF EXPORT FROM SAN FRANCISCO DURING THE YEARS 1913, 1921 AND 1929

	1913	1921	1929
Mineral Oils and Petroleum Products	\$7,105,000	\$22,696,000	\$41,283,000
Dried Fruits	4,596,000	8,706,000	20,210,000
Fruits, canned, etc.	4,584,000	11,101,000	21,813,000
Cigarettes and Tobacco	831,000	4,456,000	4,868,000
Raw Cotton	18,225,000	9,764,000	6,456,000
Barley Grain	3,756,000	14,113,000	9,621,000
Salmon and Sardines, canned	3,294,000	4,388,000	7,058,000
Milk, canned, etc.	144,000	2,337,000	4,235,000
Leather, upper and sole	785,000	1,955,000	1,934,000
Rice		3,303,000	3,859,000
Redwood	386,000	933,000	3,216,000
Refined Lead		425,000	1,761,000
Motor Vehicles	650,000	1,243,000	1,765,000

## PROPORTION OF THE FOREIGN COMMERCE OF SAN FRANCISCO TO THAT OF THE UNITED STATES DURING THE YEARS 1920 TO 1929

	U. S. EXPORTS \$1,000	S. F. EXPORTS \$1,000	S. F. PER CENT OF U. S.	U. S. IMPORTS \$1,000	S. F. IMPORTS \$1,000	S. F. PER CENT OF U. S.	U. S. TOTAL TRADE	S. F. TOTAL TRADE	S. F. PER CENT OF U. S.
1920	\$8,228,016	\$225,828	2.8	\$5,278,481	\$211,928	4.0	\$13,506,497	\$437,756	3.2
1921	4,485,031	129,111	2.9	2,509,148	97,129	3.9	6,994,179	266,240	3.2
1922	3,831,777	145,099	3.8	3,112,747	170,815	5.5	6,944,524	315,911	4.5
1923	4,167,493	160,432	3.8	3,792,066	166,685	4.4	7,959,559	327,117	4.1
1924	4,590,984	173,441	3.8	3,609,962	146,335	4.1	8,200,946	319,776	3.9
1925	4,909,848	183,013	3.7	4,226,589	197,375	4.7	9,136,137	377,778	4.1
1926	4,711,528	186,873	4.0	4,430,890	210,185	4.7	9,142,418	397,058	4.3
1927	4,865,375	174,555	3.6	4,184,742	199,099	4.7	9,050,117	374,554	4.1
1928	5,128,809	201,268	3.9	4,091,120	198,290	4.8	9,219,929	399,558	4.3
1929	5,241,262	206,208	3.9	4,400,126	212,662	4.8	9,641,388	418,870	4.3

# PRINCIPAL

## Exported through the Port of San Francisco

### 1924, 1925, 1926,

COMMODITIES	1924		1925		QUANTITY
	QUANTITY	VALUE	QUANTITY	VALUE	
<b>Dried Fruits</b>					
Raisins	40,360,078 lbs.	\$3,175,113	79,570,664 lbs.	\$5,869,800	89,269,707 lb.
Apples	8,805,194 lbs.	1,004,699	5,426,993 lbs.	684,794	11,136,033 lb.
Apricots	17,045,945 lbs.	2,188,538	14,799,119 lbs.	2,633,303	11,973,483 lb.
Peaches	4,084,932 lbs.	363,425	2,672,940 lbs.	328,365	3,857,245 lb.
Prunes	123,179,445 lbs.	7,573,793	100,310,276 lbs.	7,644,895	81,395,366 lb.
Others	7,965,428 lbs.	916,604	7,904,468 lbs.	1,046,729	11,552,517 lb.
Canned and Preserved Fruits	160,427,892 lbs.	17,074,315	182,682,608 lbs.	20,518,424	150,751,248 lb.
<b>Mineral Oils, Refined:</b>					
Gasoline	77,705,199 gals.	15,366,280	82,222,641 gals.	17,796,758	126,714,559 g.
Illuminating	86,061,664 gals.	11,465,636	77,229,597 gals.	9,942,359	93,034,509 g.
Gas and Fuel	290,279,802 gals.	9,558,090	146,413,753 gals.	4,532,986	183,464,014 g.
Lubricating	21,004,315 gals.	3,870,866	19,526,792 gals.	3,452,178	21,620,340 g.
Petroleum Asphalt	3,462 tons	91,022	50,604 tons	1,087,866	58,754 tons
Barley, grain	9,488,408 bu.	10,829,360	11,831,836 bu.	11,452,109	9,532,600 b.
Ⓢ Rice, grain	20,587,195 lbs.	929,216	1,218,057 lbs.	63,947	6,682,835 lb.
Rice, broken or brewers'	20,085,949 lbs.	729,249	21,406,394 lbs.	820,253	27,568,635 lb.
Wheat, flour	360,686 bbls.	2,003,483	257,518 bbls.	1,926,638	321,013 b.
Redwood Lumber	32,846 M ft. B.M.	2,333,478	64,326 M ft. B.M.	3,158,159	45,383 M ft. B.
Pine, White, Western and Sugar	7,434 M ft. B.M.	508,093	9,742 M ft. B.M.	611,686	14,653 M ft. B.
Railroad Ties, soft wood	308,893 No.	320,398	470,506 No.	370,265	1,460,905 N.
Milk, evaporated and condensed	25,597,766 lbs.	3,534,790	30,611,965 lbs.	4,260,458	29,621,629 lb.
Butter	1,032,867 lbs.	583,456	840,197 lbs.	474,480	1,030,817 lb.
Salmon, canned	19,462,016 lbs.	3,433,008	13,473,036 lbs.	2,884,790	15,093,267 lb.
Sardines, canned	17,474,250 lbs.	1,523,445	23,479,916 lbs.	2,091,232	42,644,711 lb.
Refined Lead, in pigs	20,627,809 lbs.	1,305,235	40,947,779 lbs.	3,002,163	36,634,779 lb.
Sole Leather	5,724,211 lbs.	1,676,065	5,841,576 lbs.	1,787,493	6,713,319 lb.
Upper Leather	3,908,910 sq. ft.	1,191,827	3,147,473 sq. ft.	1,025,408	3,330,580 sq.
Automobiles and Chassis, passenger and commercial	2,755 No.	2,078,981	1,324 No.	1,355,885	1,612 No.
Cotton, raw	52,235,270 lbs.	14,944,969	45,599,863 lbs.	11,593,895	44,096,068 lbs.
Ⓢ Leaf Tobacco	6,929,142 lbs.	1,594,067	21,653,422 lbs.	5,976,403	14,791,391 lbs.
Cigarettes	2,642,467 M.	4,792,829	2,805,914 M.	4,260,246	2,832,724 M.
Asparagus, canned	7,929,095 lbs.	1,463,927	8,285,748 lbs.	1,336,049	9,188,156 lbs.
Oranges, Lemons and Grapefruit	166,853 bxs.	691,679	138,794 bxs.	778,854	171,886 bxs.
Apples, fresh	229,558 bxs.	313,111	145,957 bxs.	266,086	251,475 bxs.
Dynamite	4,195,719 lbs.	541,269	4,176,274 lbs.	538,914	4,172,287 lbs.
Motion Picture Films	21,437,406 ft.	742,457	23,199,840 ft.	663,854	17,195,546 ft.
All Other Articles		41,503,074		45,247,587	
<b>TOTAL</b>		<b>\$173,441,076</b>		<b>\$183,013,778</b>	

NOTE: The figures in the above tables do not include shipments to Hawaii or other non-contiguous territories. Oversea shipments to non-contiguous territories from San Francisco in 1929 aggregated \$57,045,881, or more than 27 per cent of the value of the overseas shipments to foreign countries. Of the shipments, goods valued at \$51,984,969 were shipped to Hawaii, goods valued at \$2,634,493 were shipped to Alaska, goods valued at \$2,080,684 to Porto Rico, goods valued at \$255,353 were shipped to Guam, and the balance of 890,182 went to Samoa.

The exports to Hawaii included more than \$4,500,000 worth of gasoline, kerosene, and other mineral oils; more than \$4,000,000 worth of automobiles, about \$3,000,000 worth of rice, and over \$2,500,000 worth of cigars, cigarettes, and tobacco. Provisions, textiles, metals, machinery, paper, chemicals, and so forth, practically all prepared food-stuffs and manufactured goods required for the use of or consumption by the Hawaiians, were sent there from San Francisco. Our shipments thither for the past six years were valued as follows:

# COMMODITIES

## San Francisco during the Calendar Years 1927, 1928 and 1929

VALUE	1927		1928		1929	
	QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
7,180,314	113,419,000 lbs.	\$8,039,000	165,562,823 lbs.	\$9,341,463	109,189,175 lbs.	\$6,271,372
1,130,963	8,388,000 lbs.	919,000	17,826,069 lbs.	2,013,512	11,766,830 lbs.	1,480,905
2,540,044	15,899,000 lbs.	2,683,000	17,332,523 lbs.	2,666,231	15,100,211 lbs.	2,597,368
557,702	4,106,000 lbs.	426,000	7,220,781 lbs.	723,979	5,597,290 lbs.	621,132
5,723,290	139,009,000 lbs.	7,426,000	199,104,193 lbs.	12,017,575	101,720,183 lbs.	7,732,655
1,374,974	13,238,000 lbs.	1,145,000	18,431,436 lbs.	1,671,306	12,936,670 lbs.	1,506,093
7,191,214	166,421,000 lbs.	17,096,000	205,873,872 lbs.	20,885,180	195,649,159 lbs.	21,813,190
24,928,123	165,222,000 gals.	21,163,000	266,546,592 gals.	21,904,666	295,285,220 gals.	26,782,857
12,180,236	41,260,000 gals.	4,682,000	108,609,336 gals.	8,315,472	89,801,110 gals.	7,975,330
4,611,516	127,605,000 gals.	2,963,000	120,381,114 gals.	2,802,041	58,851,996 gals.	1,605,117
4,173,257	19,407,000 gals.	3,656,000	27,238,842 gals.	4,396,077	25,810,028 gals.	4,920,498
1,213,741	86,632 tons	1,786,000	129,297 tons	2,638,287	177,449 tons	3,258,014
7,378,808	12,181,000 bu.	12,331,000	8,768,534 bu.	8,728,382	10,634,347 bu.	9,620,989
304,802	68,155,000 lbs.	2,910,000	20,040,935 lbs.	690,024	72,786,129 lbs.	2,500,016
1,065,219	36,305,000 lbs.	1,333,000	50,892,107 lbs.	1,568,087	44,090,284 lbs.	1,359,472
2,205,328	311,352 bbls.	1,974,000	485,532 bbls.	2,914,021	430,954 bbls.	2,496,919
2,517,751	62,551 M ft. B.M.	3,507,000	58,132 M ft. B.M.	3,050,638	56,511 M ft. B.M.	3,216,461
968,701	19,043 M ft. B.M.	1,204,000	17,206 M ft. B.M.	1,134,318	19,306 M ft. B.M.	1,369,249
1,174,146	1,089,000 No.	939,000	557,167 No.	490,940	898,258 No.	684,426
4,052,627	26,350,000 lbs.	3,448,000	31,700,596 lbs.	4,080,042	34,714,464 lbs.	4,235,508
610,734	820,000 lbs.	494,000	1,036,492 lbs.	608,711	1,180,733 lbs.	689,531
2,638,090	9,031,000 lbs.	1,653,000	13,287,061 lbs.	2,637,041	13,672,314 lbs.	2,378,532
3,713,287	38,229,000 lbs.	3,331,000	44,508,935 lbs.	3,605,279	62,080,101 lbs.	4,680,106
2,428,464	51,743,000 lbs.	2,742,000	51,861,109 lbs.	2,360,365	36,033,756 lbs.	1,761,291
2,058,692	5,154,000 lbs.	1,691,000	3,638,406 lbs.	1,487,020	2,292,115 lbs.	857,990
1,067,787	3,405,000 sq. ft.	975,000	4,204,278 sq. ft.	1,387,826	3,366,301 sq. ft.	1,076,513
1,461,095	2,787 No.	2,391,000	5,876 No.	4,987,879	5,347 No.	1,765,006
7,623,986	14,164,000 lbs.	2,184,000	9,935,469 lbs.	2,140,904	31,753,261 lbs.	6,436,232
3,148,392	7,103,000 lbs.	1,513,000	13,958,844 lbs.	2,809,744	12,485,525 lbs.	1,662,418
5,061,172	733,000 M.	1,670,000	3,449,397 M.	6,447,207	1,600,316 M.	3,205,251
1,396,092	10,784,000 lbs.	1,554,000	12,660,248 lbs.	1,926,995	16,649,480 lbs.	2,594,693
871,585	212,372 bxs.	1,121,000	183,837 bxs.	1,079,515	204,224 bxs.	1,007,472
419,505	346,000 bxs.	630,000	583,524 bxs.	923,605	445,299 bxs.	871,786
570,174	4,524,000 lbs.	659,000	6,184,075 lbs.	845,147	6,935,250 lbs.	913,218
501,735	19,881,000 ft.	490,000	25,631,619 ft.	539,364	26,082,221 ft.	569,243
49,546,348		50,413,000		53,516,237		60,689,987
86,873,027		\$174,556,000		\$201,440,402		\$206,206,840

1924—\$45,894,000; 1925—\$48,343,000; 1926—\$52,007,000; 1927—\$53,336,000; 1928—\$48,908,835; 1929—\$51,981,969.

① Shipments of California rice from San Francisco to Hawaii in 1925 aggregated \$3,565,000, or more than double the value of our rice exports to foreign countries.

② The heavy decline in the exports of tobacco and cigarettes in 1927 as compared with the preceding years was due almost exclusively to the troubles in China which reduced the consumption there of imported tobacco leaf and cigarettes.

# PRINCIPAL

## Imported into San Francisco from Years 1924, 1925, 1926,

COMMODITIES	1924		1925		QUANTITY
	QUANTITY	VALUE	QUANTITY	VALUE	
Raw Silk.....	6,242,174 lbs.	\$39,159,254	12,467,655 lbs.	\$77,400,612	14,105,371 lb
Coffee.....	152,729,000 lbs.	26,481,000	113,187,000 lbs.	25,845,000	137,273,000 lb
Copra.....	176,389,000 lbs.	7,954,000	266,940,884 lbs.	11,231,636	276,340,425 lb
① Sugar.....	152,200,000 lbs.	9,847,000	190,673,000 lbs.	8,752,000	132,505,000 lb
Burlaps and Bags.....	42,548,000 lbs.	3,967,000	62,165,000 lbs.	7,062,000	50,721,000 lb
Wood Oil.....	13,380,158 lbs.	1,819,934	24,933,206 lbs.	2,749,871	28,086,122 lb
News Print.....	87,938,599 lbs.	3,290,361	81,632,205 lbs.	2,812,678	99,312,233 lb
Coconut Oil.....	58,839,625 lbs.	4,015,962	64,947,760 lbs.	5,427,186	70,047,904 lb
Tea.....	11,238,311 lbs.	3,080,317	10,631,328 lbs.	3,071,165	9,044,710 lb
Tin.....	3,495,773 lbs.	1,639,086	3,969,490 lbs.	2,099,367	3,478,475 lb
Crab Meat.....	2,732,545 lbs.	910,469	4,520,214 lbs.	1,626,019	3,781,493 lb
Fibres, Vegetable.....	9,346 tons	2,144,111	7,021 tons	2,207,157	6,473 tons
Rubber.....	6,200,449 lbs.	1,472,867	1,567,296 lbs.	716,973	4,673,164 lb
Cocoa Beans.....	9,404,221 lbs.	849,903	9,592,385 lbs.	1,290,466	10,252,983 lb
Cattle Hides.....	5,374,000 lbs.	742,000	4,587,000 lbs.	806,000	2,537,000 lb
Olive Oil.....	5,990,002 lbs.	985,269	6,411,531 lbs.	1,111,703	5,277,725 lb
Nitrates.....	31,029 tons	1,407,745	31,281 tons	1,413,043	31,386 tons
Rice, cleaned.....	14,967,388 lbs.	634,197	17,965,991 lbs.	787,843	17,911,946 lb
Cigars and Cheroots.....	521,681 lbs.	1,120,817	519,978 lbs.	1,060,845	721,920 lb
Diamonds.....	6,656 carats	775,485	7,496 carats	862,466	6,514 carats
② Copper, Refined.....			2,230,000 lbs.	309,400	7,800,000 lb
③ Iron and Steel, tubular.....	4,485,000 lbs.	101,000	5,634,000 lbs.	105,000	14,077,000 lb
Peanuts.....	25,730,135 lbs.	1,137,718	30,167,232 lbs.	1,546,478	12,231,669 lb
Silk Fabrics.....	163,213 lbs.	811,315	216,078 lbs.	871,882	338,220 lb
Cheese.....	2,014,898 lbs.	603,381	2,270,655 lbs.	642,776	2,107,432 lb
Cotton, raw.....	2,700,802 lbs.	568,769	3,181,493 lbs.	714,696	1,133,679 lb
Sausage Casings.....	222,000 lbs.	260,000	423,000 lbs.	607,000	323,000 lb
Glass, window.....	5,256,238 lbs.	705,276	9,741,469 lbs.	821,649	11,134,309 lb
Glass, plate.....	1,221,194 sq.ft.		1,227,623 sq.ft.		1,202,722 sq.ft.
④ Iron and Steel structural shapes.....	13,749,000 lbs.	265,000	20,118,000 lbs.	339,000	18,955,000 lb
Lead Ores.....	15,109,311 lbs.	711,229	14,591,786 lbs.	881,754	19,554,279 lb
Walnuts.....	4,273,911 lbs.	384,074	4,475,765 lbs.	216,410	3,508,054 lb
⑤ Beans.....	23,441,252 lbs.	735,669	20,735,430 lbs.	946,742	14,546,191 lb
⑥ Preserved Eggs.....	2,970,926 lbs.	544,207	4,143,026 lbs.	755,351	4,851,570 lb
All Others.....		39,412,000		41,167,000	
TOTAL.....		\$173,441,000		\$183,292,000	

① These figures do not include the imports of sugar from Hawaii, which for the years given were as follows:

1924—1,353,771,000 lbs., \$78,375,000; 1925—1,510,317,000 lbs., \$63,301,000; 1926—1,494,261,000 lbs., \$59,043,000; 1927—1,553,071,000 lbs., \$69,828,000; 1928—1,757,366,000 lbs., \$72,036,000; 1929—1,064,856,029 lbs., \$61,914,703.

The transoceanic trade of San Francisco with Hawaii is officially regarded as United States Coastal trade and is so recorded in the Government Statistics. San Francisco imports from Hawaii in 1929 aggregated approximately \$96,000,000, or more than 46 per cent of the value of all imports from foreign countries, (\$212,662,000). The imports of canned pineapples from Hawaii were valued at \$38,439,805, which is more than the value of any foreign commodity imported during the same period except Raw Silk (\$92,193,258).

# COMMODITIES

## Foreign Countries during the Calendar 1927, 1928 and 1929

VALUE	1927		1928		1929	
	QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
2,536,856	15,654,000 lbs.	\$82,573,000	17,487,328 lbs.	\$76,152,073	19,141,232 lbs.	\$92,193,258
1,572,000	122,514,000 lbs.	26,116,000	130,497,537 lbs.	29,349,487	136,336,462 lbs.	30,353,274
4,373,273	267,612,000 lbs.	12,303,000	294,681,958 lbs.	13,541,301	307,027,805 lbs.	12,854,256
5,311,000	151,283,000 lbs.	7,240,000	238,522,189 lbs.	8,953,461	157,070,881 lbs.	4,646,968
8,302,000	53,387,000 lbs.	5,748,000	59,267,668 lbs.	7,282,852	52,869,463 lbs.	6,206,142
3,094,332	31,450,000 lbs.	4,161,000	40,399,506 lbs.	4,903,589	31,519,224 lbs.	3,865,317
3,277,246	115,175,000 lbs.	3,761,000	108,075,300 lbs.	3,397,939	83,002,857 lbs.	2,412,877
5,702,443	42,357,000 lbs.	3,342,000	30,767,349 lbs.	2,345,530	40,645,577 lbs.	2,704,380
2,950,682	10,069,000 lbs.	2,875,000	10,149,972 lbs.	2,778,663	9,153,323 lbs.	2,467,217
2,075,953	3,250,000 lbs.	2,015,000	4,205,793 lbs.	2,042,734	5,050,872 lbs.	2,265,137
1,693,665	3,883,000 lbs.	1,651,000	3,810,460 lbs.	1,628,014	3,192,817 lbs.	1,501,080
1,874,413	5,356 tons	1,493,000	5,217 tons	1,165,549	6,827 tons	1,442,017
1,962,767	3,829,000 lbs.	1,448,000	1,397,329 lbs.	366,809	4,704,000 lbs.	343,101
1,136,329	10,660,000 lbs.	1,443,000	12,231,435 lbs.	1,463,767	13,328,155 lbs.	1,283,448
499,000	6,193,000 lbs.	1,169,000	2,767,520 lbs.	704,222	563,356 lbs.	72,345
947,081	5,000,000 lbs.	4,138,000	6,251,421 lbs.	1,088,798	7,563,424 lbs.	1,297,343
1,566,673	26,594 tons	1,125,000	24,595 tons	803,105	21,230 tons	855,083
765,896	16,852,000 lbs.	733,000	14,671,577 lbs.	607,137	12,694,689 lbs.	499,577
1,319,211	533,000 lbs.	972,000	504,516 lbs.	866,648	355,006 lbs.	633,411
714,137	7,119 carats	813,000	6,010 carats	638,667	5,396 carats	546,289
1,074,000	6,139,000 lbs.	774,000	7,312,012 lbs.	1,117,833	6,280,144 lbs.	1,152,146
360,000	11,286,000 lbs.	761,000	4,676,254 lbs.	142,281	10,152,429 lbs.	165,481
558,021	16,223,000 lbs.	701,000	31,221,699 lbs.	1,583,092	11,300,220 lbs.	524,309
1,302,215	180,000 lbs.	685,000	189,104 lbs.	629,164	144,268 lbs.	463,031
629,107	1,896,000 lbs.	661,000	2,208,109 lbs.	695,334	2,219,918 lbs.	683,296
193,700	.....	.....	2,411,217 lbs.	412,658	3,851,266 lbs.	592,016
429,000	627,000 lbs.	630,000	253,292 lbs.	257,839	567,420 lbs.	608,002
664,460	10,881,000 lbs.	535,000	5,330,261 lbs.	133,180	9,228,172 lbs.	1,444,002
230,000	954,000 sq. ft.	.....	838,511 sq. ft.	158,198	685,839 sq. ft.	156,558
1,053,378	40,247,000 lbs.	503,000	32,678,636 lbs.	373,720	22,866,320 lbs.	300,627
475,947	11,207,000 lbs.	463,000	4,125,800 lbs.	160,970	13,184,647 lbs.	575,385
443,998	1,706,000 lbs.	363,000	1,690,094 lbs.	152,141	1,294,390 lbs.	196,792
1,016,618	12,065,000 lbs.	358,000	10,253,713 lbs.	403,008	8,293,558 lbs.	367,381
5,684,000	1,508,000 lbs.	332,000	491,678 lbs.	197,801	1,670,948 lbs.	459,586
		31,019,000		31,803,262		36,540,903
0,185,000		\$200,004,000		\$198,301,326		\$212,672,215

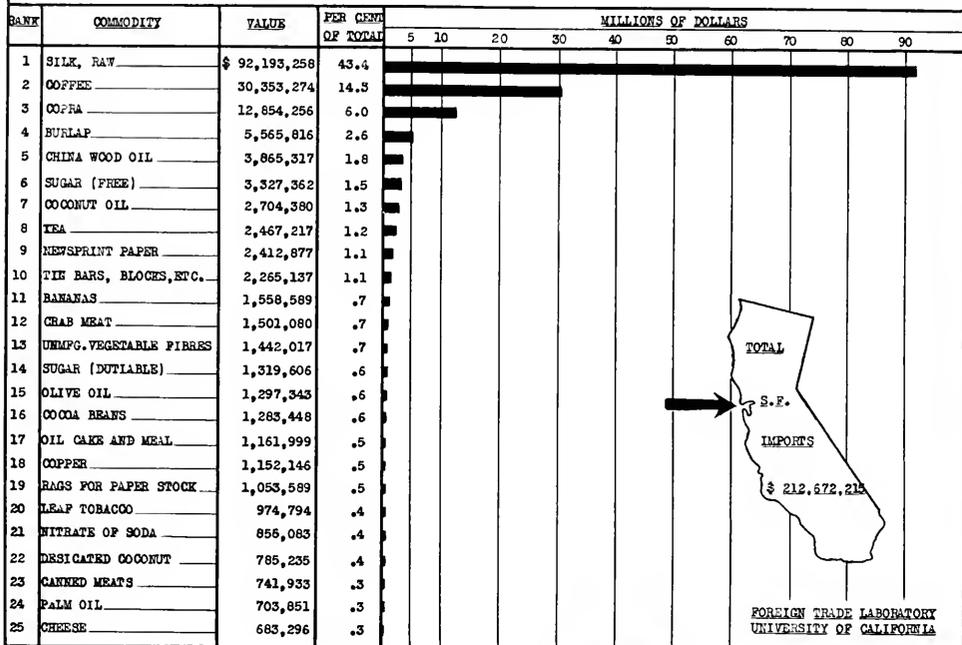
①The imports of refined copper from Chile were practically nil prior to 1925.

②Very little foreign tubing or piping of iron and steel, or foreign structural iron and steel was imported from Europe prior to 1924. Manufactures of iron and steel now enter San Francisco not only from Europe but also from British India.

③San Francisco imports dried beans from Japan and China, and exports this commodity principally to Cuba.

④Troubles in China suspended egg exports at various periods in 1927, hence the decline in the imports.

CHIEF FOREIGN IMPORTS INTO S.F. IN 1929



6 plain facts that explain why

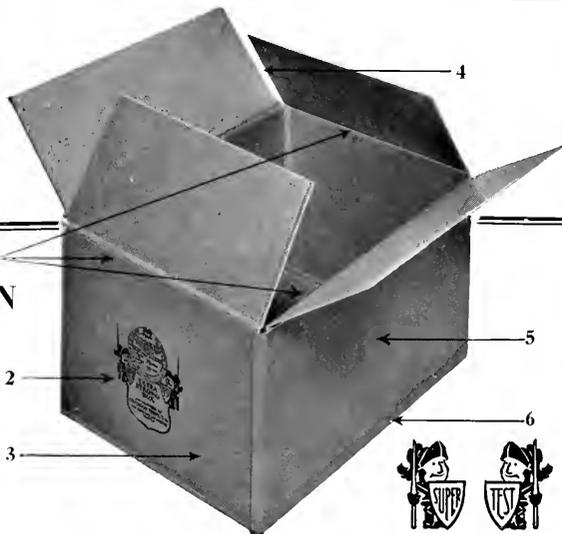
# FIBREBOARD

## SUPERTEST SHIPPING CASES

deliver your goods better

### 5...HORIZONTAL GRAIN

The grain of the Fibreboard Case is horizontal—not vertical. The box thus keeps its shape and does not bulge; and the contents are kept snug. All shifting—which causes chime dents and damage to labels—is eliminated, resulting in less damage to contents.



MILL AND FACTORIES:

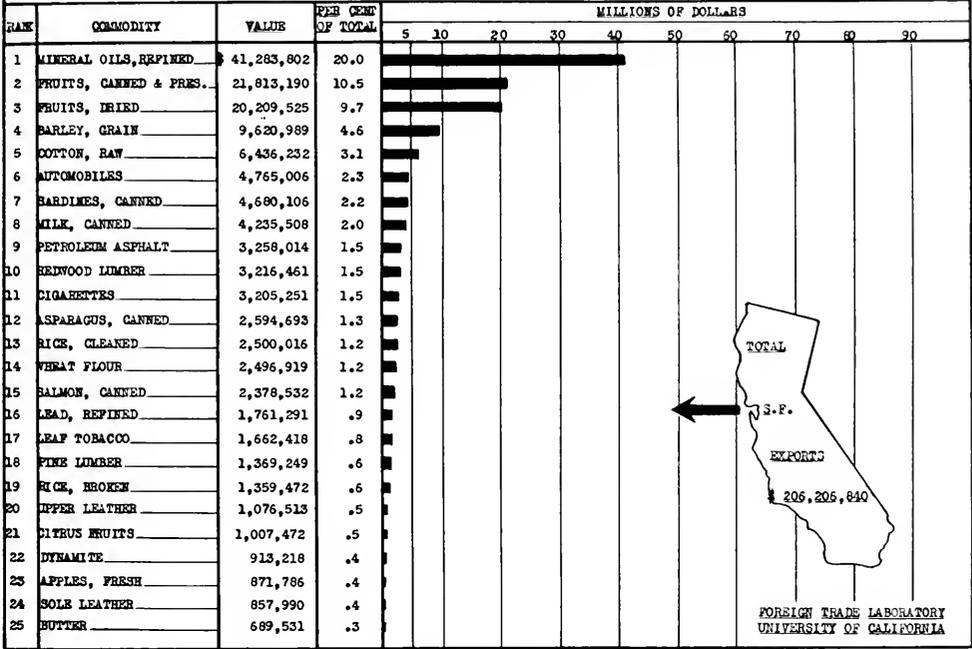
- |               |              |              |         |
|---------------|--------------|--------------|---------|
| San Francisco | Stockton     | Antioch      | Vernon  |
| Southgate     | Los Angeles  | Port Angeles | Sumner  |
| Port Townsend | Philadelphia | Honolulu     | Kahului |

SALES OFFICES:

- |               |         |                |              |
|---------------|---------|----------------|--------------|
| San Francisco | Chicago | Los Angeles    | Portland     |
| Oakland       | Seattle | Salt Lake City | Philadelphia |

**FIBREBOARD PRODUCTS INC.**  
RUSS BUILDING, SAN FRANCISCO

CHIEF FOREIGN EXPORTS FROM S.F. IN 1929



NEW \$1,000,000 PLANT OF THE

# Kroehler Manufacturing Company

in San Francisco's latest industrial section, on the new Bayshore Highway. San Francisco is fortunate in having a plant of this nationally known manufacturer, the largest in the world making Living Room Furniture. Also plants in 12 of the largest cities in the United States and Canada.

# A Foreign Trade Letter to the Membership

[continued from page 81]

cific become the mother of the Pacific. That is San Francisco's role.

The board of directors of the San Francisco Chamber of Commerce has recognized San Francisco's responsibility—San Francisco's opportunity. Headed by an international mind in the person of Robert Newton Lynch, there recently has been created a department of international trade and commercial relations. The department is functioning with a committee. Wallace Alexander, chairman, and Dr. Henry F. Grady, adviser. To the eradication of unsound conditions and to the advancement of mutual understanding among nations is the new department dedicated. Its potentialities for the constructive good of San Francisco are unlimited.

While new stress is being placed on international commercial relations, the San Francisco Chamber of Commerce has not in the past neglected the foreign trade field. The foreign trade department has for years concerned itself with the advancement of San Francisco as a sea power. Working closely with the staff are a number of committees drawn from the membership and composed of many of the best minds of San Francisco—experts in their fields of commerce, finance, transportation and communications. The value of their services in the solution of foreign trade problems—many of them highly technical—can scarcely be estimated. Herewith is presented an outline of the department's activities:

## I. GENERAL ACTIVITIES:

A. Compiles statistical material on foreign trade and shipping of the Port of San Francisco and other Pacific Coast cities. These data are used for:

1. Publicity purposes.  
2. The use of members desiring information in regard to imports and exports of particular commodities.

B. Offers assistance to members in immigration matters, such as securing permits for re-entry.

C. Offers assistance to members in matters concerning entry of goods and customs service.

D. Initiates and gives support to Federal legislation in connection with shipping and immigration.

E. Offers a foreign trade tip service, which effects contacts between local firms and foreign firms who wish to buy or sell in this market.

Since January 1, 1929, more than 1600 foreign firms have been aided in making sales and purchases in San Francisco. Through the medium of this service, single purchases in San Francisco by a foreign firm have been known to exceed \$100,000 in value.

F. Supplies lists of:

1. Foreign firms to local houses interested in extending their foreign markets.

2. Local firms to prospective purchasers abroad.

G. Signs certificates of origin for exporting houses.

Over 7000 sets have been signed since January 1, 1929.

H. Supplies letters of introduction for the use of members traveling abroad or locally.

I. Handles publicity on, and organizes delegations to conventions such as the annual meetings of the National Foreign Trade Council and the Pacific Foreign Trade Council.

J. Arranges for the entertainment of foreign visitors to San Francisco, and assists them in making business contacts.

A recent contact has resulted in a deal, still pending, for 9500 tons of material, the freight on which from San Francisco to Shanghai should exceed \$50,000.

K. Maintains a library of foreign trade information, including trade directories, information on shipping regulations, statistical publications, commercial atlases, books on commercially used commodities, books on general foreign trade information, etc. Also maintains card catalogs of foreign trade houses importing and exporting various commodities.

L. Foreign students' banquet. For nine years now the foreign trade department has arranged an annual banquet for foreign students graduating from universities in the bay area. San Francisco firms, without expense to the Chamber, act as hosts to one or more graduate students returning to a country where the firm is particularly interested in developing cordial commercial and social contacts. Many members of the Chamber of Commerce say that this activity is one of the finest things the Chamber does.

## II. ACTIVITIES OF GROUPS WITHIN JURISDICTION OF FOREIGN TRADE DEPARTMENT.

(a) Arbitration Committee and Committee on Appeals.

### COMMITTEE ON APPEALS 1929-1930

Frederick Baruch, chairman, W. Leslie Comyn, E. R. Dimond, Edward L. Eyre, Harry L. Evans, Henry F. Grady, R. D. Joyce, Miles Standish.

### ARBITRATION COMMITTEE 1929-1930

Henry Rosenfeld, chairman, J. B. Bair, Frank E. Booth, Edward Bransten, Henry F. Grady, S. M. Hauptman, Clifton H. Kroll, Robert C. Reid.

Disputes between two San Francisco firms, or between a San Francisco firm and a concern elsewhere, are adjusted by this committee.

One hundred and five trade disputes involving claims totaling at least \$250,000 in value have been settled by this

committee since 1920. Decisions rendered by it are recognized by the courts.

(b) Maritime and Harbor Committee.

### MARITIME AND HARBOR COMMITTEE 1929-1930

Capt. C. W. Saunders, chairman, J. R. Fitzgerald, vice-chairman, Wm. L. Montgomery, secretary, Capt. A. E. Anderson, Capt. Edward P. Bartlett, C. W. Cook, Jr., R. Stanley Dollar, Kirkwood Donavin, Henry F. Grady, Walter E. Heltman, Eugene C. Lloyd, C. C. Mallory, Ernest L. McCormick, Wilson Meyer, F. J. O'Connor, Charles R. Page, J. S. Rider, J. C. Rohlfis, L. C. Stewart, Chas. L. Wheeler.

This committee considers all matters affecting the maintenance and development of the port of San Francisco, and the commerce of the port, including the sponsoring of legislation for the improvement of rivers and harbors.

(c) Foreign Trade Committee.

### FOREIGN TRADE COMMITTEE 1929-1930

Ian Armstrong, chairman, Percy C. Denroche, vice-chairman, Wm. L. Montgomery, secretary, S. L. Abbot, Philip F. Brown, Paul Dietrich, Edward E. Eyre, J. C. H. Ferguson, Henry F. Grady, F. W. Harper, Carl W. Kley, Frank Kugelberg, Frank L. Lawrence, J. A. Lawson, H. M. Lorber, D. B. Berelson, Rene A. May, C. J. McKeever, Percy R. Mott, George A. Newhall, Jr., T. Noel, E. A. Parker, Stanley Powell, F. M. Prince, R. D. Quinlan, Jr., Guy T. Slaughter, Wm. H. Taylor, G. C. Thompson, Wm. E. Waste, G. S. Williams, Wesley O. Ash, ex officio, D. G. Volkmann.

The foreign trade committee considers general and specific questions of concern to San Francisco. Accomplishments of this important committee of the San Francisco Chamber of Commerce have been many and significant. Highlights of recent achievements:

1. Secured removal of technical discrimination against United States shipments moving overland to Pacific Coast ports and thence to Australia.

2. Studied flexible tariff provisions of the Tariff Act of 1922. The committee recommended that the Chamber reaffirm its favorable position on this feature and record its desire that the president rather than Congress have the power to manipulate the tariff as is provided by the flexible tariff clause. The board adopted the recommendation.

3. Worked to secure resumption of Cuban parcel post convention, abandoned when the United States Government delayed promised removal of section of Tariff Act prohibiting entry of Cuban cigars in packages of less than 3000 cigars. Abandonment of the parcel post convention has drastically hurt the trade of United States industries.

4. Investigated trade barriers in American Samoa. San Francisco firms have reported that duties levied according to treaty in both American and British Samoa are discriminatory against San

[continued on page 90]



# *San Francisco of the* PACIFIC

By R. H. WEISBROD  
*Publicity Director, Californians Inc.*

**E**XCEPT for one thing—the San Francisco of today projecting herself into the future as the leading financial, industrial and shipping center of the Pacific occupies a position that checks uncannily with New York as the keeper of vast trading territories and undeniable possessor of a key location to the commerce of a mighty ocean. That one thing which New York possesses and which San Francisco does not is the self-assurance of New Yorkers that theirs is the greatest city on earth. New York knows while San Francisco is just beginning to imagine.

When Sir Henri Deterding was here for the opening of the first building erected by his company in this country he expressed his belief in San Francisco in a manner to challenge thought. He said, "I believe in San Francisco because it is a city of tradition. There is a future before your city as great as one dares to imagine."

There is much for the imagination to work with if we will. What may appear to be problems of the day here are but the problem that faced New York not many years ago. Too often the very

distance that separates us across the continent and the picture we build of that great metropolis makes us forgetful that New York too is confronted with problems not unlike our seeming difficulties here.

First of all both New York and San Francisco are perhaps the smallest cities in area in the United States. San Francisco is built upon a peninsula of but 42 square miles in area. New York is concentrated in her growth upon the island of Manhattan but 24 square miles. It is this very intensity of crowded city living in New York that makes that city spill over into her environs. The rate of growth for New York proper from 1910 to 1920 was roughly 1.5 per cent per annum. This is against the 23.6 per cent population increase in Westchester County and 61.6 per cent in Nassau County.

From reports at the close of census taking here in San Francisco comes a warning that the census might be disappointing. And yet there are indications of astonishing increases for sister communities about the bay region in Redwood City, San Mateo, Berkeley and Palo Alto. No doubt a study of these trends in population growth may reveal

## A Foreign Trade Letter

[continued from page 88]

Franciscan exporters to that country. Furthermore, reports are that the government commissary there sells to others than just the government personnel. Because of no duty paid by the government and other advantages enjoyed by the government, private business in American Samoa is suffering. To adjust these problems a United States commission will go in August, 1930, to Samoa.

5. Secured Congressional compromise of Tariff Act amendment which would have excluded imports into United States of products grown or manufactured by indentured labor under penal sanction. United States rubber and spice manufacturers would have been seriously handicapped had the original proposition prevailed, and American labor and capital would not have been benefited.

6. Succeeded in endeavor to prevent passage of Tariff Act amendment which would have prevented entry into United States of goods of foreign manufacture bearing American trade mark. The handicap to trade far outweighed theoretical advantage which might have accrued to American labor, in case of the amendment's passage.

7. Sponsored the establishment of "Foundation for California College in China." Strengthened by California support, the value of the Chinese Language

School in Peiping (Peking) will be enhanced. This institution has made important contributions to American influence in the Orient.

8. Initiated legislation in Washington looking to the withdrawal of requirements for both collectors of customs and carriers to hold original bill of lading. To guarantee delivery of bill of lading held by carrier (responsible for proper delivery of goods to consignee) to the collector, bonds have been required. Money saved to foreign traders by passage of this legislation will annually total hundreds of thousands of dollars. Committee work on this problem, headed by Mr. F. F. G. Harper, included the publishing of a thorough-going brief, and Mr. Harper's personal appearance on two occasions in Washington, D. C., over periods of several weeks. Mr. Harper's trips were at his own expense.

### (d) Latin-American Committee.

#### LATIN-AMERICAN COMMITTEE 1929-1930

J. H. Polhemus, chairman, Elizabeth McGrory, secretary, Robert Cabrera, Emil Leuenberger, Wm. Fisher, Henry F. Grady, Wm. L. Guthrie, J. B. Havre, George I. Kinney, C. B. Lastreto, H. S. Margetts, Victor Patron, J. F. Ryerson, K. E. Whitby, Wesley O. Ash, ex officio.

This committee is composed of a group of men whose business is primarily with Latin America, and who are, therefore, equipped to cope with the problems arising therefrom.

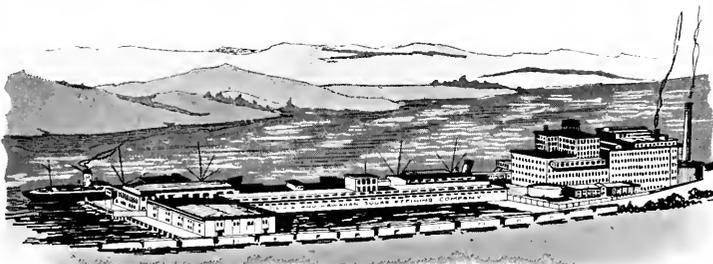
It functions as an advisory body for

the board of directors of the Chamber on problems concerning our neighbors and friends of Central and South America. For example, the committee recommended the endorsement by the board of the Pan American Highway Appropriation bill, which was given. As a result of pressure brought to bear by this committee, and other groups throughout the country, the bill was subsequently passed by Congress.

The committee is now assisting with the preparation of an agenda for the Fourth Pan American Commercial Conference which will be held soon under the auspices of the Pan American Union.

The group works closely with the Bureau of Foreign and Domestic Commerce for the welfare of American business in Latin America, and was instrumental recently in securing the return of several hundred dollars paid for unjust fines against a shipment made by a member firm.

The project occupying the committee at present is the preparation of arbitration rules which, it is hoped, will be eventually adopted by chambers of commerce throughout Central and South America. The committee is encouraged in this undertaking by the fact that foreign trade definitions which were prepared by it several years ago, translated into Spanish and circularized in the republics to the south of us, were officially adopted by at least 21 chambers of commerce there, and approved by many others. The greater ease of trading with these countries



*Plant of California and Hawaiian Sugar Refining Corporation (largest in the world) protected for compensation and miscellaneous casualty covers by*

**Associated Indemnity Corporation**

## Big Business...

Built to serve "big business" this Company has shown a consistent high "renewal" record with large insurers.



Employers requiring service "above the ordinary" will find active co-operation as an unwritten part of the insurance contract. They

may also enjoy savings through a Participating Plan for Compensation insurance which reduces cost to the minimum.

## Associated Indemnity Corporation

C. W. FELLOWS, President

HEAD OFFICE

ASSOCIATED INSURANCE BUILDING, SAN FRANCISCO

[AFFILIATED WITH ASSOCIATED FIRE & MARINE INSURANCE COMPANY]

through the smaller chance of misunderstanding, which was brought about by the standardized definitions, is apparent. Equal success is expected from the standardized arbitration rules.

(c) *Fresh Fruit Export Committee.*

**FRESH FRUIT EXPORT COMMITTEE**  
1929-1930

C. J. Kelly, chairman, R. V. Dewey, vice-chairman, Wm. L. Montgomery, secretary, A. H. Anderson, Wesley O. Ash, ex officio, T. A. Burns, T. L. Brazell, L. R. Camp, Waldo Chamberlain, D. B. Crane, M. W. Creagh, Wm. Fisher, Henry F. Grady, Frank G. Hamner, W. A. Hind, H. A. Magnuson, G. W. McNear, Henry B. Mills, Victor Patron, M. W. Rhea, J. F. Ryerson, F. V. Santa Cruz, N. Sondak, M. A. Watson, Chas. Wilkin.

This committee considers problems pertinent to the fresh fruit export trade, such as refrigeration, grades and standards for perishables, and inspection service.

The fresh fruit export committee can be credited with many tangible accomplishments, not only for Chamber members, but for all California.

In September, 1929, on the Kerr Line's M. S. "Silverhazel" (General Steamship Corporation, agents), Professor E. L. Overholser, University of California, departed for the Orient to engage in a fresh fruit and vegetable refrigeration study at sea. Exactly 100 packages of California perishables were secured by the committee from producers all over the state. Much of this quantity was donated by the members themselves. These 100 packages were marked by the committee. Full details as to origin, type of package and packing, maturity, and history of the fruit and vegetables were given to Professor Overholser. Letters of introduction to members' far eastern agents were given to him.

In co-operating with Professor Overholser the committee was encouraged by the hope that the project would result in suggestions for improving ship refrigeration. Perhaps departures in improved types of chill rooms, installation of instruments for automatic temperature control, aeration, and humidity control would be found desirable. The committee felt that future shipments might result in more successful returns as a result of the Overholser study. Unfortunately for this story, the Overholser report is not yet available.

This committee, as a committee, has not concerned itself with dried and canned fruit exports. It did, however, co-operate on the Crocheron study. Counsel was given by the committee to Professor Crocheron, director of agricultural extension, University of California, prior to his departure in 1929 for a survey of fruit markets in Eastern Asia. The Crocheron-Norton report on this survey was released on April 28, 1930. Frankly, this report quashed the hallyhoo over Oriental markets for California's surplus of deciduous fruits.

Export grades and standards for California's fresh fruits have been developed and established largely by the efforts of

the fresh fruit export committee. Watsonville apples can now compete favorably with the famed Pacific Northwest apples. The standard "Northwest" box is now used. Apples, formerly wax-encrusted, smeared with dust made mud by ocean fog blowing over the coast orchards, are now washed prior to shipment. Foreign buyers now know how many apples they are buying when they order a box of California apples. Apples are now sold by "count" instead of by "tier" as formerly. Tolerances for rust, scald, bitterpit, internal browning, and decay have been established for export shipment of California apples. Increased foreign demand for the fresh Watsonville apple is now manifest.

State-Federal inspection at shipside for

fresh fruits and vegetables will be available to shippers during the 1930 season. This, too, is the result of the committee's activity. Some countries require imported fruit to be accompanied by the Federal inspection certificate. The inspection in California is done by state aides. Heretofore the minimum charges for the service have been such that only carload lots could bear the costs. Because in export trade with many parts of the world, especially in the Far East, a shipper must break up a carload into orders dispatched to a dozen ports and to as many as seventy-five consignees, the minimum cost per certificate for each consignee was prohibitive. In the Far East, except in Java, it is true that inspection certificates are not required for fresh

## A Product of Sunny California BUT It Travels Far!



The staunch Californian pictured above, a Fageol Model 365 with trailer, built under the sunny skies of California, is hauling admirable pay-loads of yellow pine from the Oregon forests—BUT some of its sturdy brothers are mushing through the endless snows of the northland, and some are trucking over scorching desert sands. It little matters, however, under what conditions its calibre is tested—any Fageol model will stand the fire.

*Fageol operators are glad to testify*

**FAGEOL MOTORS COMPANY**

107th Avenue and Hollywood Boulevard  
Oakland, California

fruit shipments. But it is desirable that such certificates go with the perishables, for they are helpful in creating and maintaining the buyer's confidence in the shipper. The certificates can build still higher California's sterling reputation for quality fruits. They guarantee that the quality and grade of fruit shipped is as ordered by the buyer. In case of unsatisfactory outturn at destination, responsibility can be placed on the carrier and claims made against the steamship company. The buyer's confidence in the California supplier will not, therefore, be jeopardized.

This service, a result of the fresh fruit committee's labors over two years' time, is now in effect. President Almer M.

Newhall, and the board of directors of the San Francisco Chamber of Commerce, share largely in the credit for this good work. When the deal for the inspection service, at shipside at a cost bearable by the small shipment, seemed likely to end in a deadlock at Sacramento, Mr. Newhall committed the Chamber's board, to underwrite during 1930 one-half of any loss to the state (for the service must be self-supporting) up to one-half of \$1500, the state to stand the balance. President Newhall's offer won the day. All California will profit by the arrangement.

These are some of the accomplishments of one committee of the Chamber of Commerce during 1929 and 1930 to date.

(f) China Commerce Committee.

CHINA COMMERCE COMMITTEE  
1929-1930

Capt. Robert Dollar, chairman, Wm. L. Montgomery, secretary, Ian Armstrong, W. O. Ash, E. A. Bernhard, Arthur M. Brown, Andrew Carrigan, Charles C. Cole, J. S. Curran, Marshall Dill, W. H. French, Henry F. Grady, C. C. Hayden, Frank E. Hinckley, Garnett King, Frederick J. Koster, Colonel Edwin Landon, J. B. Levison, A. C. McLaughlin, M. C. Nathan.

The China commerce committee functions primarily in entertaining prominent visitors to San Francisco from the Orient.

One achievement within the past year of the China commerce committee must not be allowed to go unheralded. Here is the story. Happy Chinese-American trade relations were for a time embarrassed. Chinese merchants resident in the United States prior to 1924 had been granted the privilege of having their merchant status investigated and re-entry permit given them prior to their departure on a business trip or visit to China. Without pre-investigation and re-entry permit before departure, Chinese merchants re-entering at San Francisco, would have to suffer painful delay at Angel Island. But the pre-investigation privilege had not been accorded to Chinese merchants who had entered the United States since 1924. This was a palpable injustice. The China commerce committee set about to correct the situation.

Acting on the committee's findings, the Chamber's board of directors brought pressure to bear. The influence of the Chamber of Commerce of the United States of America was enlisted. Personal calls on Washington officials were made by Past President Philip J. Fay and Captain Robert Dollar.

So today, thanks to the committee, all Chinese merchants, regardless of date of original entry may have their merchant status investigated and re-entry permit granted before leaving the United States.

(g) Trans-Pacific Communications Committee.

COMMITTEE ON TRANS-PACIFIC COMMUNICATIONS  
1929-1930

V. S. McClatchy, chairman, Wm. L. Montgomery, secretary, Wesley O. Ash, ex officio, Allen H. Babcock, Commander Ross S. Culp, Percy C. Denroche, Henry F. Grady, H. J. Steele.

Consideration of questions of trans-Pacific radio communication, with special attention to legislation affecting the adequacy of radio service in this area, is given by the trans-Pacific communications committee.

Chief among the recent achievements of this committee have been reduced rates of transmission of news items. A greater volume of news from and to the Orient is now being disseminated, due, in no small part, to the committee's activities. Accurate, prompt news is a principal medium for cultivating and maintaining well informed opinion necessary to mutual understanding and international good will.

**San Francisco Bay Counties**  
At the center  
of an empire  
by . . . . .  
**TELEPHONE**

North, East and South the business of San Francisco Bay counties is carried on, speeded up, and *built up* by *Telephone*.

A round-trip conversation can be under way between cities hundreds of miles apart in less than 2 minutes.

A San Francisco Bay business man can now talk to Seattle, Spokane, Portland, Salt Lake, Los Angeles, Chicago, New York, Atlanta, London, Buenos Aires—to name but a few cities—exchange thoughts by voice, and get

an answer, all in the time it usually takes to *dictate a letter*.

Modern inter-city telephone service is high-speed service. It is clear. It is economical. It is reliable. It is nearly universal, reaching 85 per cent of all the telephones in the world.

In the steady march of San Francisco Bay cities toward world greatness, Telephone progress will continue.

There is no standing still in the Bell System.

**THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY**

(h) *Philippine Situation Committee.*

**COMMITTEE TO CONSIDER PHILIPPINE SITUATION 1929-1930**

Francis V. Keesling, chairman, Wm. L. Montgomery, secretary, Dr. David P. Barrows, Henry F. Grady, Harold M. Pitt, Judge D. R. Williams, E. W. Wilson, W. B. Reis.

Philippine Island problems, both economic and political, are the particular field for the Philippine situation committee.

"Comments on the Political and Economic Status of the Philippines," including "Congress and Philippine Independence," a brief by Judge Daniel R. Williams, and "American Rights and Interests in the Philippines," a brief by Dr. David Prescott Barrows, University of California, with a "Foreword," by President Almer M. Newhall, San Francisco Chamber of Commerce, is a recent contribution of the committee.

(i) *Special Customs Committee.*

**SPECIAL CUSTOMS COMMITTEE 1929-1930**

R. C. Robinson, chairman, Wm. L. Montgomery, secretary, F. C. Aldrich, W. C. Anger, P. J. Brown, George P. Colbert, E. V. Davison, C. Duffy, W. C. Gash, Henry F. Grady, E. L. Kieckhofel, Wm. Leyva, E. Mulcahy, George H. Pitt, E. M. Phillips, E. D. Rapp, P. Riley, J. C. Rohlfis, S. Schlueter, George G. Shepston, T. H. Holberton, C. B. Suddarth.

Customs facilities and procedure in the San Francisco district have been given serious attention by the special customs committee.

Congestion and delay in delivery of packages have been remedied by committee action. Shortages in contents of packages have been reduced. Alteration of the appraiser's store has been the principal endeavor of the committee. With the appropriation measure now passed by Congress, providing for a new Federal Building at San Francisco, it is likely that the aspirations of the committee will be realized for adequate space for examination and appraisal of imported merchandise. An appropriation of \$75,000 by Congress for appraiser's store alterations was secured by the committee. The committee works in friendly cooperation with the San Francisco customs officials.

**III. ACTIVITIES OF BODIES AFFILIATED WITH THE CHAMBER AND OPERATING WITHIN FIELD OF FOREIGN TRADE DEPARTMENT.**

(a) *Foreign Trade Club of the San Francisco Chamber of Commerce.*

**FOREIGN TRADE CLUB OF THE SAN FRANCISCO CHAMBER OF COMMERCE Executive Committee**

Wesley O. Ash, Marshall F. Cropley, H. H. Ebey, H. K. Faye, Henry F. Grady, H. M. Huff, G. I. Kinney, C. J. McKeever, Percy R. Mott, E. A. Parker, Stanley Powell, Harry S. Scott, Guy T. Slaughter, Chas. L. Wheeler, Geo. S. Williams.

**Officers—1930**

President, Geo. S. Williams; vice-presidents, Chas. L. Wheeler, Wesley O. Ash, C. J.

**BUILT FOR YOUR BURNERS**

*-not a by-product*

**D**IRECT from the original refining processes at Avon refinery, Associated Automatic Burner Oil meets vital requirements in oil-burner fuel.

Though competitive in price, it is not a by-product. That's why it is of light gravity, and flows readily to your burners even at lowest Pacific Coast temperatures. That's why its ignition point and its burning point assure satisfactory performance.

Associated Automatic Burner Oil possesses these 4 essential qualities: 1. Atomizes easily; 2. Mixes readily with air; 3. Burns completely—no soot or carbon; 4. Leaves no sediment or moisture.

**ASSOCIATED automatic BURNER OIL**

**ASSOCIATED OIL COMPANY**

Refiner and Marketer of Associated Ethyl Gasoline, Associated Gasoline, Cyclo Motor Oils and Greases and Burnbrite Kerosene.

» » » » » • « « « « « «

"LET'S GET ASSOCIATED" WITH JACK AND ETHYL, WEDNESDAYS, 8 P. M., KPO

» » » » » • « « « « « «

TUNE IN ON THE BASEBALL BROADCASTS OVER KPO, AND "PLAY BALL WITH ASSOCIATED"



McKeever; secretary and treasurer, Wm. L. Montgomery.

Ablly guided by George S. Williams, department manager, Dollar Steamship Company, the Foreign Trade Club has just completed eighteen months' successful activity in affiliation with the San Francisco Chamber of Commerce. Founded in 1917, the club has since been an important force in the life of San Francisco. Today its membership numbers over five hundred, and embraces executives and staff members of importing and exporting houses, steamship companies, agricultural co-operatives engaged in extending the distribution of California's products, banks, foreign con-

sulates, commercial attaches, representatives of the United States Bureau of Foreign and Domestic Commerce, and faculty members of California universities.

The club serves as a forum for the presentation and discussion of ideas related to foreign trade. Discussion of the practicability of a state bureau of commerce for organizing trade information and disseminating it to producers and distributors, in the interest of widening world outlets for California products, is a case in point. It is interesting to note that this idea, voiced (perhaps for the first time in a public gathering) at a regular luncheon meeting of the Foreign

Trade Club, early in 1929, became effective a few months later when the California State Legislature passed legislation for the establishment of that bureau of commerce.

Economic conditions in foreign lands and trade opportunities there are made known at first hand to Foreign Trade Club members at weekly luncheon meetings. San Francisco business men returning from foreign countries, foreign business men visiting San Francisco, and representatives of the United States Bureau of Foreign and Domestic Commerce, passing through, are invited as guest-speakers at the club meetings. With an alert program committee, headed by Wesley O. Ash, district manager of the San Francisco office of the United States Bureau of Foreign and Domestic Commerce, it is not difficult to capitalize on these distinguished men identified with world commerce, to the advantage of the club members.

An outstanding contribution of the Foreign Trade Club to the state of California, and probably to the entire Pacific Coast, has been the initiation during recent months of a movement in the direction of coordinating work done by the dozen or more agencies, supported by public subscription in California, engaging in foreign trade work. Dovetailing, and non-overlapping of activities is the goal. Charles L. Wheeler, vice president and general manager of the McCormick Steamship Company, and first vice president of the Foreign Trade Club, is the creator of this project.

(b) *Foreign Commerce Association of the San Francisco Chamber of Commerce.*

Affiliation of the Foreign Commerce Association of the Pacific Coast with the San Francisco Chamber of Commerce was confirmed in January, 1930. The association is now known as the Foreign Commerce Association of the San Francisco Chamber of Commerce. Membership in the association is open, upon application, to all Class A members of the Chamber engaged in foreign commerce. There are no dues. Dr. Henry F. Grady is chairman.

The association acts in the adjustment and arbitration of trade disputes resulting from rejection of goods by members or their customers. "Uniform Contract and Rules," governing sales made ex-dock, ex-warehouse, F. O. B. carrier, port of entry, is the work of the Foreign Commerce Association. These rules are recognized throughout the United States. They are subscribed to by the New York Produce Exchange and by the National Cottonseed Products Association. Trade rules involving vegetable oils and tallows, for example, cannot be changed by either of the three named organizations without conference with and agreement by the other two.

Uniformity of trade procedure, through uniform sales contracts, establishment of standards, grades and tolerances, and arbitration of trade disputes, are the

## Buy as the World is Buying . .

# BUICK

## is the Two-to-One Choice

The combined judgment of the motor car buyers of the world is a mighty fine index to value; and the fact that buyers everywhere give Buick such overwhelming preference over all cars in its price class holds an important meaning for every motorist.

Buick asks only that you know—and consider—these facts before buying any car—

—know why Buick consistently wins from two to five times as many buyers as any other car priced above \$1200.

—know why Buick today is awarded from 35 to 50 per

cent of the combined sales of the fifteen makes of cars in its price class.

—know why more than eight out of ten Buick owners choose Buicks again and again—year in and year out.

Determine in your own mind just what are the reasons for this overwhelming preference.

Put any one of these fifteen models to any test you wish—of performance, of beauty, of dollar-for-dollar value. Then—to know the full measure of Buick value—buy as the world is buying—buy a Buick.

*Series 40, 118-inch wheelbase. Six body types, \$1260 to \$1330  
f. o. b. factory, special equipment extra*

*Series 50, 124-inch wheelbase. Two body types, \$1510 and \$1540  
f. o. b. factory, special equipment extra*

*Series 60, 132-inch wheelbase. Seven body types, \$1585 to \$2070  
f. o. b. factory, special equipment extra*

Select your wheelbase

Select your body style

Select your price

HOWARD AUTOMOBILE COMPANY  
SAN FRANCISCO \* \* \* OAKLAND \* \* \* LOS ANGELES \* \* \* PORTLAND

WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM

[continued on page 104]



# FIREMAN'S FUND INSURANCE COMPANY

Head Office : San Francisco

J. B. LEVISON, *President*

Paid Up Capital	- - - - -	\$7,500,000
Policy Holders Surplus	- - - - -	\$20,000,000
Unearned Premium Reserve	- - - - -	\$15,000,000
Total Assets	- - - - -	\$40,000,000

*Directors*

- FRANK B. ANDERSON, *Chairman, Board of Directors, Bank of California*
- EDWARD T. CAIRNS, *Vice-President, Fireman's Fund Insurance Company*
- WM. J. DUTTON, *Retired*
- EDWARD L. EYRE, *President, Edward L. Eyre & Company*
- MORTIMER FLEISHACKER, *President, Anglo-California Trust Company*
- A. P. GIANNINI, *Chairman, Advisory Board, Transamerica Corporation*
- J. B. LEVISON, *President, Fireman's Fund Insurance Company*
- CHARLES R. PAGE, *Vice-President, Fireman's Fund Insurance Company*
- HENRY ROSENFELD, *President, John Rosenfeld's Sons*
- F. W. VAN SICKLEN, *President, Dodge, Sweeney & Company*
- FRANKLIN A. ZANE, *Vice-President, North American Investment Company*

FIRE, AUTOMOBILE *and*  
MARINE INSURANCE

## Community Industrial Development

[continued from page 47]

agency, do not make use of it, even when available.

Communities, however, appear to have a duty to perform in this particular. Manufacturers, for the most part, have an opportunity to choose only one or two locations for an industry during their business lifetime. They cannot, therefore, be considered entirely qualified to lay aside all prejudices for specific lo-

calities and outline and conduct comprehensive locational surveys for their specific enterprises. Industry should be assisted in finding the most economical point of manufacture and distribution in order to assure industrial stability and avoid the disadvantage incident to illogical location. Industries unsuccessful because of illogical location retard rather than stimulate community growth.

### PURPOSES OF THE INDUSTRIAL SURVEY

Cities desiring to grow and to aid manufacturers in their search for preferred locations, must take inventory of what they have to offer industry. Such inventory is commonly called an "Indus-

trial Survey." Surveys may be specific, made to reflect conditions of interest to a specific industry, or they may be general and include data indicative of the type of industry that might be developed or attracted to the locality surveyed.

1. To ascertain the natural resources, including mineral, agricultural, timber and non-metallic products.

2. To ascertain the industrial resources, including available labor supply, both skilled and common; fuel, electric power; water; transportation facilities, both rail and water.

3. To ascertain the condition of industrial operations, including the cost of labor, fuel, water, power, materials and transportation; taxes, labor unions, labor turnovers; seasonal demand for labor; fire protection; restrictive state and local legislation.

4. To ascertain the conditions of trade, including wholesale and retail establishments, their markets and sources of supplies; public markets; commission merchants, etc.

5. To ascertain the social conditions, including the cost of living as to foods, rents, clothing, fuel, etc.; housing conditions; racial characteristics of the labor supply; schools and colleges; parks, playgrounds and other recreation facilities; theatres; churches; hospitals; hotels; outdoors sports; sidewalks and streets and their condition; street cleaning methods; sewers; city water; general and local factors affecting the health of the community; and general and local factors, such as elevation, humidity, barometric pressure, etc., affecting the individual efficiency of the workmen.

6. To ascertain the financial conditions, including banks, and trust companies; building and loan associations; investors, depositors, etc.

7. To locate definitely suitable tracts of land for factory sites; for trade centers; for housing developments; for community centers.

8. To facilitate the preparation of briefs setting forth these conditions and submitting arguments and plans for the future development of the community, both socially and industrially; to show what industries are needed and can be properly fostered to round out the community's economic development and remove the industrial slack existing.

Such a survey can be of great value to a community desiring to grow industrially, either by pointing out opportunities for growth or by indicating hindrances to growth. Also it will be of value to the manufacturer in helping him to determine his operating and distributing costs and possible profits.

### DISCOVERING PROSPECTS

After a survey has revealed data indicating the fitness of a community, because of power, labor, accessible raw materials, or what not, for a particular industry, it is a relatively simple matter, through the use of trade directories and financial manuals, to determine what companies in a specific field are in best financial condition, are committed to a

JOHNSON & HIGGINS

67 Wall Street

New York

(Established 1845)

INTERNATIONAL SERVICE

## JOHNSON & HIGGINS

OF CALIFORNIA

311 CALIFORNIA STREET  
SAN FRANCISCO

*Average Adjusters  
and  
Insurance Brokers*



OFFICES IN ALL THE PRINCIPAL PORTS AND  
INSURANCE CENTERS OF NORTH AMERICA

MARINE ♦ FIRE  
LIABILITY ♦ SURETY ♦ AUTOMOBILE ♦ AVIATION  
LIFE

branch plant policy of operating, and are so located in their various units as to be best served by the establishment of a plant in the area surveyed. Industrial surveys, however, will not often reveal exactly this specific type of industry, but may suggest only a general class from which one could be selected to fit into the environment of the community. For example, there may be a surplus of electric power available at attractive rates. A study of industries by classes will reveal those more largely dependent upon electricity and for which the power factor produces a relatively large proportion of the total cost of operation. Among such industries—keeping in mind their other requirements and the facilities offered by the community—selections can readily be made of those to be approached.

After having enumerated the various classes of industry established in the surveyed area, a mere subtraction of those established from a total classification of industries, of course, reveal the classes of industries not local, and would facilitate a study for types of industries desirable to round out the economic development of the community. An analysis of raw materials consumed by existing industries will reveal those produced as finished products by other industries for which an ample local market is reasonably assured. In similar manner, a study of the products of local industries may suggest other industries which could use these products as their raw material, carrying them on through further processes of manufacture and refinements.

If a detailed study of wholesale and retail outlets in the trade area served by the surveyed community has been made and the aggregate distribution of products calculated, there may be revealed a number of items marketed in sufficient quantities to justify the establishment of a plant for their production, provided, of course, the environmental influences are favorable to that production locally. The mere existence of a surplus distributed locally in excess of that produced locally does not, of itself, assure the wisdom of establishing a plant to care for that excess distribution, but does suggest considering the possibility.

The newspaper accounts of strikes, fires and other industrial disturbances, secured directly or through the service of clipping agencies, might be found useful in suggesting the names of specific companies requiring new plant facilities. Trade papers devoted to industries specifically adaptable to the conditions within the community should of course be read exhaustively, in order that the industrial committee or staff may be kept informed of development within those industries. Reports of companies expanding their production facilities, and all trends within those industries, will be fruitful of prospect suggestions. Many trade papers report also the formation of new companies in their respective fields, and all new processes, practices and conditions out of which industrial prospects may come.

Of course, no effort should be made to expand an operation where the existing markets, supply of raw materials, or other limiting factors are absorbed by the established plant. In such instances, added enterprises only further divide the total volume of business and contribute no net gain to the community of its factories.

The difficulty of securing prospects is responsible primarily for the earlier suggestion that industrial surveys should not be made in a community not prepared to follow through the results of the survey. Committees, no matter how enthusiastic, cannot be expected to devote a large amount of time to the search for prospects, although they may, and sometimes

do, render extremely valuable assistance in the acquisition of an industry after a prospect has been located. The analysis of the survey and determination of possible prospects require an immense amount of detail work, constant reading, and close attention to business matters from the particular viewpoint of getting prospects, and is the work of a special staff. Such a staff, having the detailed information revealed by the survey, will perhaps have much less difficulty in discovering prospects than might ordinarily be imagined. This conclusion rests upon the assumption, however, that the survey had as one of its primary objects the further development of the community industrially, and to that extent it be-



## To NEW YORK

### Thru the WONDERLAND of Long Ago

Silently in a shimmering bay your liner glides to a stop . . . Early morning . . . The sun, a golden disk seems poised on distant hills . . . The window of your cabin frames vistas of purple mountains, creamy surfs, fairy cities of white nestled in banks of dazzling green . . . It may be Mexico . . . or Guatemala . . . or Salvador . . . or Nicaragua . . . No matter . . . it's part of the Wonderland traversed by the Panama Mail en route to New York . . . the Wonderland of Long Ago which begins at Mazatlan and includes even Colombia in South America, and Havana.

Gorgeous nights at sea are followed by rapturous days ashore . . . in the quiet dimness of ancient Cathedrals . . . in riotous tropic gardens where as of old Caballeros strut before flashing eyes masked by lace mantillas . . . At dusk there is the cool comfort of your room . . . the gentle tremor of your ship moving out to sea to forge still another link in the Cruise-Tour chain of fascination . . . In all, ten cities rich in Old World charm pass before you . . . touch you with their memories of gallant galleons and swaggering buccaneers.

The Cruise-Tour costs no more, yet it provides the maximum of travel comfort. Sailings from San Francisco every other Saturday invite you to make your next business trip a rare vacation, too. Write for folder.

PANAMA MAIL  
Steamship Company  
2 PINE STREET, SAN FRANCISCO

comes a community sales manual requiring for its execution a staff personnel with sales as well as research ability.

The eleven mountain and Pacific states contained only eight-tenths of one per cent of the national population in 1850. In 1928, this proportion had increased to 9 per cent and the 1930 census now being taken will probably show that 16 per cent of the people of the United States live in these western states. These eleven states increased their population 67 per cent from 1900 to 1910, 30 per cent from 1910 to 1920, and 21 per cent from 1920 to 1928. Such increases in population force industrial development of the character needed to satisfy the basic needs of its people. To this pop-

ulation factor may be added also the development of natural resources made possible only when sufficient population is concentrated to intensify that development. I may mention particularly the development of the food industry in this group of states, where 13 per cent of the national industry is now centralized; or lumber and allied products, with 16 per cent.

But the total industrial importance of these eleven states is not to be judged by these two groups. Gauged from the standpoint of employees, with 10 per cent of the population in these states, we find only 6 per cent of the total industry of the country. Subdivided by industrial groups, we find the mountain and Pacific

Coast states employing the following proportions of the national labor totals:

Textile and Clothing.....	1.1	per cent
Iron and Steel.....	2.0	" "
Leather .....	1.0	" "
Rubber .....	0.5	" "
Paper and Printing.....	6.0	" "
Chemicals .....	5.3	" "
Stone, Clay and Glass.....	5.5	" "
Metal Products .....	4.1	" "
Tobacco .....	0.3	" "
Machinery .....	3.2	" "
Transportation Equipment..	1.9	" "
Railroad Repair Shops.....	10.0	" "

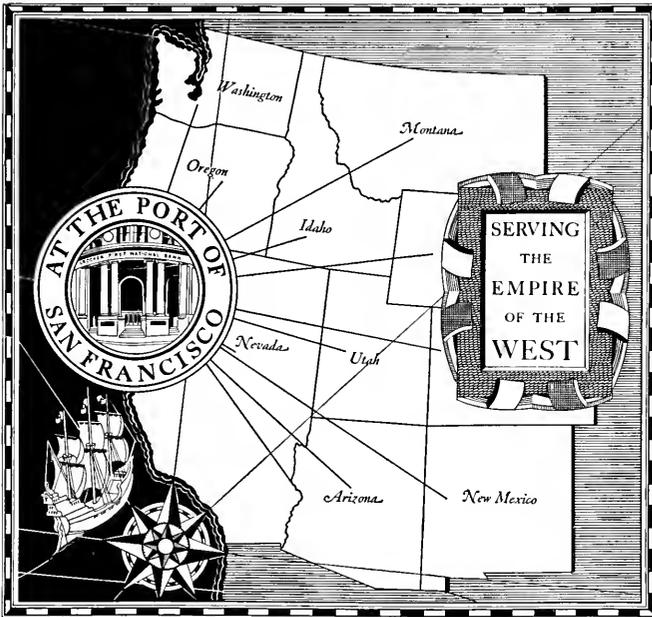
Keeping in mind that the eleven western states possess 10 per cent of the population of the country, are rich in natural resources, including mineral, timber, fish and agricultural, and offer certain definite advantages of production, there would seem to be a wide field of endeavor for industrial development over the entire region.

Industry follows population. This is strikingly illustrated by studying the maps of the U. S. Census Bureau showing the centers of population and of manufacturing by decennial census years. In general, industry has lagged in its westward movement 20 to 30 years behind population. This is so because migrating people are usually not industrialists. Also, capital resources are not at once available for financing industry. At first the food and clothing industry is largely confined to the household and the demand for factory-made products is low. But as capital resources are accumulated, there develops a demand for more goods and means with which to finance their manufacture. With such a rapid expansion in population during the past generation, it is certain that the future will see a rapid increase in manufacturing in this area. In fact, the movement is already under way. Census figures reveal a rate of increase for the western states about three times that of the nation as a whole, measured by number of wage earners, and 50 per cent faster if measured by value of products.

That you are continuing your rapid rate of growth, both in population and industrially, is borne out by recent building permit statistics. Six west coast cities, for example, ranked among the first thirty in the United States in March this year. It was an off month nationally, but off less here than in the East, apparently. The six cities are as follows:

City	National Rank	Value of Building Permits March 1930
Los Angeles.....	2	\$7,045,931
San Francisco.....	8	3,502,312
Seattle .....	12	2,615,810
Portland .....	25	1,321,070
Long Beach.....	28	1,178,840
Oakland .....	30	1,132,083

In the matter of providing shelter, the western states have clearly outstripped the east or central states in recent years. Building permit figures uniformly show a higher proportion of construction to population here than for the rest of the country.



**W**ESTERN industry focuses upon the Port of San Francisco as the long-established center of consumption and distribution. At this regional metropolis, the CROCKER FIRST institutions have served the growing financial needs of western business from the earliest days of its sound development.

**CROCKER FIRST NATIONAL BANK**  
**CROCKER FIRST FEDERAL TRUST CO.**  
**CROCKER FIRST COMPANY**

# AVIATION *in* SAN FRANCISCO

[continued from page 33]

times the Zeppelin fleets numbered more than a dozen ships. The valleys north and south of San Francisco offer unmatched areas for wartime expansion from conditions developed in peace. In time of war a sea-level approach to reserve air bases might be of great importance.

## NEW NEIGHBORS

Thoughtful observers of the recent air maneuvers realize that aviation has extended the old boundaries which formerly seemed to define the San Francisco Bay area. The territory flown over extended, on the south, from Monterey Bay to Modesto, then northward to embrace Stockton, Sacramento, Santa Rosa and Marin County. This area is equivalent to a rectangle 200 miles long and 100 miles wide; or twenty thousand square miles. Nevertheless, from a central point in this great area one of the fast army pursuit planes could reach the most distant of its frontiers in about half an hour. Aviation is rapidly bringing communities within one hundred miles north and south of the bay into more frequent, friendly and intimate association with the metropolitan districts.

The air ferry service started between San Francisco and Oakland has already been extended to Vallejo. It plans to reach Stockton, Sacramento and other outlying cities.

Older and larger established air transport companies and local air taxi services continue to radiate from San Francisco Bay airports, north, east and south, with steadily improved service and increasing patronage.

Westward, to Hawaii, regular dirigible airship service now seems to be just over the horizon of the immediate future.

## FLYING BOATS

The time required for the construction of giant dirigibles is so great that large seaplanes may be flying to and from Hawaii before airships are available. 1930 bids fair to greatly extend the popularity and usefulness of flying boats. Inauguration of Pan-American flying on regular schedule includes the operation of flying boats. Germany's thorough years of experimental work with giant seaplanes of the Dornier and Rohrbach types may lead to regular, commercial transatlantic flying this year.

Whether developed on the South American or on the transatlantic route, seaplane flying will probably soon be inaugurated between California and Hawaii. As a flying boat terminals, San Francisco Bay and Hampton Roads, Virginia, are among the finest in the world. San Francisco Bay excels in the proximity of its flying boat anchorages to deep water channels and to airports already

developed near the heart of thickly populated communities.

## SAN FRANCISCO BAY AIRPORTS

Where air travel is available, the hundred-mile radius, an hour of easy flying, may today be regarded as the metropolitan district. Later on, with faster planes and better airport and airway facilities this radius may be increased to 200 miles.

Within San Francisco's hundred-mile radius there are more than a thousand miles of inland waterways. The bay is bordered by level land, backed at sufficient distance by protecting hills. The plain and the level valley floors surrounding the bay provide excellent locations for all the airports that are needed now or will be needed in the future.

Some of the principal San Francisco Bay airports can be used by seaplanes



**P**LANT of the PIONEER RUBBER MILLS located at Pittsburg, California. It covers 12 acres. Employs over 400 skilled workers operating machinery valued at over \$2,000,000—producing a complete line of mechanical rubber goods.

### GARDEN HOSE

that makes California gardens the admiration of the world.

### FIRE HOSE

that protects your municipalities.

### AIR BRAKE HOSE

that renders safe your railroad operations.

### SPRAY HOSE

that makes California fruit industry profitable.

### TRANSMISSION BELTING

that turns the wheels of your industries.

### CONVEYOR BELTS

that speed the production of almost every industry.

## Pioneer Rubber Mills

EXECUTIVE OFFICES

345-353 SACRAMENTO STREET SAN FRANCISCO, CALIFORNIA

*Sales offices in all principal cities*



*Sambo says*  
*'taint guine rain na mo'*  
Time to buy a few lengths of  
**Pioneer Crackproof** garden hose  
—they'll last a long time.

and dirigibles as well as by land planes and amphibians. Many other airports adapted to the service of all types of aircraft can be developed in this region.

From the earliest days of aviation San Francisco Bay has been the home of leaders and pioneers in flying. Time and thought have been given to aviation development and present conditions make the future assured. From Crissy Field, at the Presidio, airport extensions are circling the bay. The Oakland municipal airport on Bay Farm Island is justly considered to be one of the finest in the world. Close by, in Alameda, three great airport projects are in various stages of development; the Curtiss-Wright airport and yacht harbor, the

Western Air Express terminal, within a stone's throw of the center of Oakland, Alameda and San Francisco; and the proposed army air base on the Alameda mole. Mills Field, the San Francisco municipal airport, seems fairly pointed for a leading position among the great airports of America.

In the vicinity of San Mateo, Palo Alto, and San Jose, and around the east and north of the bay, there are numerous smaller airports to serve as feeders or auxiliaries.

**THE DIRIGIBLE BASE**

On the plain between Palo Alto and San Jose, near the southern end of San Francisco Bay, lies Sunnyvale. Seven-

teen hundred acres of level land in the vicinity of Sunnyvale have been offered to the government free of cost for use as a base for dirigible airships. The establishment of mooring and docking facilities for lighter-than-air craft in the San Francisco Bay area is of immediate and far-reaching importance. There is a mooring mast at Camp Lewis near Tacoma; and one in the Los Angeles-San Diego area. There is one at Honolulu. For commercial and military reasons there should be one centrally located, near San Francisco.

Five years ago the "Shenandoah" could not moor at San Francisco, when she would have been glad to stop. Last year the "Graf Zeppelin" could not moor here, but was obliged to go on to Los Angeles. The new British airships are nearly ready for world service. They could not stop here. Other great airships are now actually under construction in the United States. Shall it be said that San Francisco cannot receive them? Energetic and determined action is necessary now in order that terminal facilities for airships here may be ready when next they are required.

**REGIONAL AIRPORT PLAN**

Aviation moves rapidly. Time flies and opportunities fly with it. California's centennial should find the San Francisco Bay area world-famous as an aviation center, encircled by a chain of airports with unexcelled equipment and facilities. There is no time to lose.

Regional planning, which has been successfully applied to many problems of urban and suburban development, is now being directed to the needs of aviation. In the East, where Philadelphia lies near the boundaries of three states, a tri-state Regional Planning Federation has recommended a terminal plan which includes thirty airports for diversified uses, with air, rail and water connections and feeder airways.

The San Francisco Bay area needs such a regional airport and airway development plan. Coordinated effort will add to the strength and usefulness of independent aviation activities. Individual organizations and communities may profit by cooperation in the development of air travel and transportation, in bridging the bay with aircraft and in building up the aircraft industry locally. The foundations of aviation rest on the ground; on airports and airways. The time is ripe for action. Leaders should point the way to such a development of rail, water and aviation terminals as will entitle the San Francisco Bay area to be called the Crossroads of the World.

*In the state of California in 1927 the value added by manufacture amounted to \$710,270,710 or 76 per cent of the entire amount of the coast.*

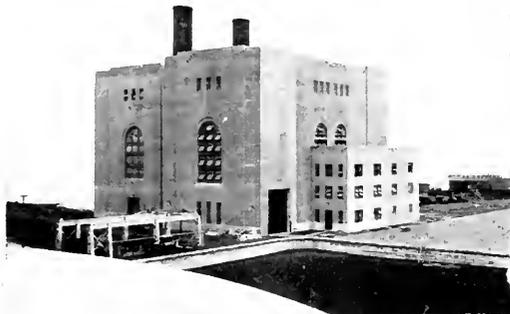
\* \* \*

*San Francisco has the lowest infant mortality rate of all cities over 500,000 in this country.*



**The new steam plant at Hunters Point, with its reserve power ready to meet any demand instantly, is an evidence of the preparedness of the Great Western system in its service to industrial**

**San Francisco**



# Our Domestic Trade

By Herbert Eloesser

Chairman Domestic Trade  
Committee

**S**AN FRANCISCO, blessed with one of the finest harbors in the world, has for years been community-conscious of the importance which water-borne commerce occupies in its commercial structure. Foreign and intercoastal trade has flourished and contributes tremendously to the prosperity and happiness of the entire San Francisco Bay region. This city rates second only to New York in this type of business activity. The available natural resources, the strategic location, the powerful shipping interests, the maritime-mindedness of our people, and the splendid organizations of facilities and man power have all contributed materially to San Francisco's preeminence in foreign trade.

We of San Francisco are proud of our city and its position in the maritime world. Our blood tingles when, looking through the Golden Gate, we glimpse those giant freighters bearing products of the soil and the factory to the seven seas, or returning from a foreign strand loaded down with luxuries from all over the globe.

Perhaps we have in the past thought too well of our position as a foreign trade center and have showered too great attention upon it at the expense, mayhap, of business closer to home. If there has been a neglect on the part of organized business actively and aggressively to promote domestic trade in this city and throughout the country, it has been because of a strong divergence of opinion among business leaders as to whether the promotion of domestic trade were a community, a trade association or an individual problem. The United States Department of Commerce, through its Bureau of Foreign and Domestic Commerce, has for years been of tremendous service to our foreign traders, but they have, until the last two or three years, carefully avoided the domestic trade angle. In doing so, they felt they were effectively avoiding the charge of government interference in business. But today we are facing a changing attitude on the part of our business leaders. There is no question now that the Government can assist business without interference, and that the community as a whole, as represented by the Chamber of Commerce, can materially assist the individual and the trade association in the development of domestic markets.

The strength of this changing attitude became sufficiently felt in San Francisco more than a year and a half ago, resulting at that time in the setting up within the local commerce body of the Domestic

Trade Bureau. A representative committee, the personnel of which speaks for practically every major type of commodity manufactured or distributed in this city, was appointed and has served continuously, with a few minor changes, ever since. Additional staff was appointed by the Chamber and assigned specifically to the bureau. With those formalities taken care of, we were ready to go to work.

Our first job, selected after a careful analysis of the problems confronting the wholesale distribution elements of San Francisco, was the conducting of an educational program among retail store executives and their buyers, emphasizing the need and importance of their co-

operation, to themselves rather than to local manufacturers of commodities for which they have constant demand. In winning their interest, the economic factors involved have been emphasized. Turnover, style in merchandise, immediate delivery, reduction of capital investments, development of payrolls and buying power, those are some of the factors to which attention has been drawn. The old type "home industry" appeal, with its cry for civic pride, loyalty and patriotism, has been conspicuous by its absence. The pocketbook appeal is the one which pays dividends.

To be really effective and of lasting value continuing activity of this type is

[continued on page 102]

## The Financial Heart of the West



J. R. Miller and T. L. Pflueger, Architects

Lindgren & Swinerton, Inc., Builders

**T**HERE is an interesting history to the new San Francisco Stock Exchange Building...An architectural competition had resulted in plans for an unusual building of modern type, when it was decided to buy the old United States Sub-Treasury, a massive one-story granite structure, remodel it, and add an office wing...The architects, J. R. Miller and T. L. Pflueger, have succeeded in producing a coherent and imposing design, well suited to its semi-public function...Construction and finish are of the highest character throughout.

### A. QUANDT & SONS

Painters and Decorators

— SINCE 1885 —

374 GUERRERO STREET, SAN FRANCISCO, CALIFORNIA

World Pioneers in Application of Lacquer in Architectural Field

planned. New presentations and new facts are being developed by the staff to keep our efforts constantly before the buyers of our larger stores, practically all of which have been reached in this work.

Shortly after the local store work was started, a second link in the domestic trade chain was forged by sending the domestic trade commissioner of the Chamber into the San Joaquin Valley to make as complete a study as possible of the trade conditions and trade relationships existing between retail merchants throughout that territory and their San Francisco sources of supply. A wide range of reactions was accumulated over a period of several months, principal among which were that business could be greatly

stimulated through the development of more intimate and friendly personal relationships between executives of San Francisco business and the merchants throughout that territory, and a better personal understanding, by our executives, of the community and business problems confronting those merchants.

Of tremendous importance in further developing San Francisco as a market center, is the development of concentrated marketing facilities in various merchandising lines. Buyers coming to San Francisco must have their time conserved as far as possible. In certain lines, notably furniture and women's wearing apparel, splendid market buildings already exist and house a large number of firms

selling to the trade. These buildings are veritable magnets of trade because they offer under a single roof the selection of a complete line of merchandise originating from a wide variety of sources. There is now in contemplation the erection of another such facility to house a wide range of firms of the textile group. If and when it materializes, San Francisco as a market center will be tremendously strengthened. The conservation of a buyer's time is of inestimable value, and other than the variety of merchandise offered by competing market centers, is the determining factor in dictating to what city the buyer will go.

The business of developing a market is not a one-sided activity. In addition to selling merchandise and developing a seller's market, we are confronted equally with the responsibility of developing a buyer's market. In other words, if we are to continue to sell our merchandise in the San Joaquin Valley, for instance, we must continue to buy their products of the soil and other of our requirements which they produce from them. And as we seek to increase our sales to them, so must we seek to increase our purchases from them. So, it is another job of the Domestic Trade Committee to study and develop our resources for the handling of such products as may come to us from various parts of our trade territory.

In looking ahead to the future activities of the committee we can see room for a tremendous amount of activity before us. The surface has hardly been scratched as yet. We have not much more than touched upon our purely local problems of market development. We have made some advances into our immediate trade territory. We have both to concentrate upon further. Then we still have the marketing and distribution to the eleven western states, our natural trade territory, and to the country as a whole.

Rather than tackle all of these problems simultaneously and thus scatter our effort and our energy over such a wide field, it has seemed to be the better part of wisdom, especially in the early days of our existence as a Chamber activity, to concentrate on some of the activities close at hand, getting them to properly function before widening our scope and vision over too wide a territory. We believe a good start has been made in advancing our domestic trade. There is much yet to be done and as progress is made, new problems will constantly arise. The men now serving on the Domestic Trade Committee are intensely interested in their job and are bending their best energy to the solution of the problems confronting them. And in performing their assignment they are doing so in the knowledge that their service is a necessary one to themselves, their competitors and to San Francisco.

*San Francisco's imports for 1928 were \$198,301,320; her exports were \$201,440,402 making a total foreign trade of \$399,741,728.*

# THE MILLS BUILDING

*The Heart of San Francisco's Industrial and Financial District*

Conveniently situated, scrupulously modern in appointment, the Mills Building is situated in the exact center of the Industrial and Financial District surrounding "The Wall Street of the West."

The Mills Building, owned by the Mills Estate, Incorporated, has been associated with the marvelous and romantic development of San Francisco during the past quarter century. Here every element of the city's business life centers. The offices of leading shipping firms, import and export businesses, western manufacturers, agents of eastern manufacturers, railroads, finance in all its varied forms, insurance, wholesale and retail distribution—all find their most convenient and centrally located home in the Mills Building.

The Mills Building has always been a nerve-center in the great industrial development of San Francisco. Plans are being made, looking forward to the even greater industrial development that is coming, and which must find for itself a home close to the meeting point of the rivers of industry, and the fountain-head of capital.

## Mills Estate Incorporated

MILLS BUILDING  
MONTGOMERY STREET  
SAN FRANCISCO, CALIF.

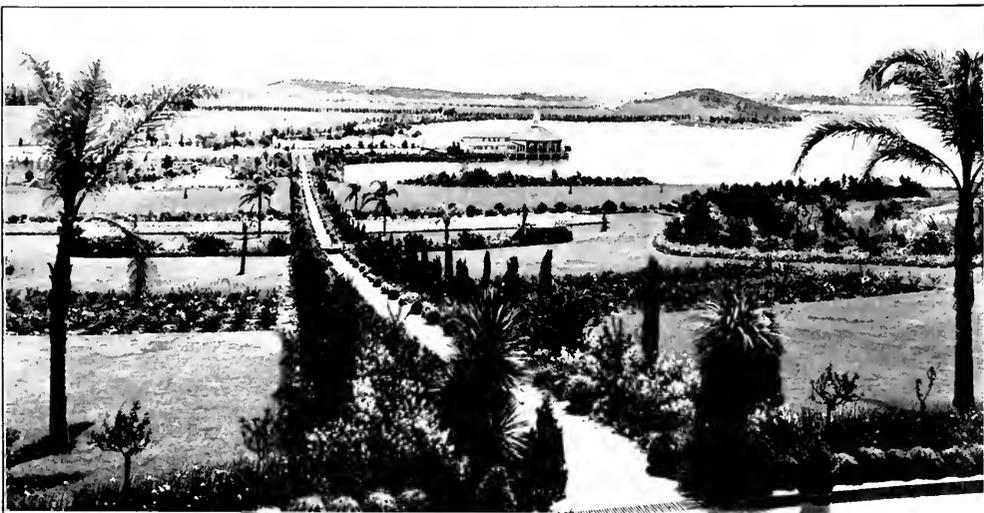


## LAKE NORCONIAN CLUB

NORCO...RIVERSIDE COUNTY...CALIFORNIA

THE Country's most delightful, restful and complete resort. A truly marvelous private country estate of 668 acres, away from the noise and the hubbub of the city. . . . 18-hole all-grass Golf Course. World's finest and most complete Natural Hot Mineral Baths. Swimming and Diving Pools, Boating, Horseback Riding. Beautiful country, climate ideal, cuisine unexcelled, elegant rooms. Operated on the American Plan as a Club to give us the right of discrimination in our patronage...privilege cards may be issued upon application or on arrival at the Club...stock or memberships are not for sale.

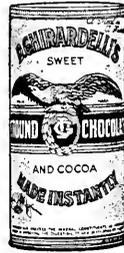
*Reached over paved highways. Attractive summer rates.*



# D. Ghirardelli Co.

900 North Point Street  
San Francisco

Chocolate  
and Cocoa



Established 1852

## A Foreign Trade Letter to the Membership

[continued from page 94]

principal accomplishments of the association. It also provides for its members, prompt and competent representation on subjects under consideration in Congress, departments of the Federal Government, state or Federal commissions, transcontinental and ocean carriers. On tariffs, freight rates, embargoes, import or export regulations, and other subjects relating to commerce, where the interests of the members are in accord, action is taken.

(c) *Green Coffee Association of the San Francisco Chamber of Commerce.*

**GREEN COFFEE ASSOCIATION OF THE  
SAN FRANCISCO CHAMBER OF  
COMMERCE**

**Officers**

**Benjamin J. Older, president, Richard J. Quinlan, Jr., vice-president, H. Arthur Dunn, secretary.**

**Executive Committee**

**Benjamin J. Older, Richard J. Quinlan, Jr., Harry Maxwell, E. N. Bee, Henry P. Opferman, E. A. Johnson, W. D. Granicher.**

The objects of this association are to promote a medium through which the members of the green coffee trade may meet and express their views, to consider and formulate their recommendations on matters directly affecting the coffee interests and take any steps that shall be deemed necessary or expedient to solve the problems and protect the interests of the green coffee trade of the United States in general and San Francisco in particular; to promote the interests of the port of San Francisco as a receiving and distributing center for green coffee.

(d) *Latin-American Exporters' Club.*

**LATIN-AMERICAN EXPORTERS' CLUB**

**Victor Patron, president, R. Jamieson, vice-president, Elizabeth McGrory, secretary.**

The Latin-American Exporters' Club was organized in April, 1926, as an affiliated organization of the Chamber. Its purpose is fourfold. It brings together San Francisco exporters to Latin America to

1. Study their common trade problems.
2. Endeavor to improve conditions in the trade.
3. Protect the interests of Latin-American merchants and those of San Francisco exporters.
4. Provide for the exchange of experience and information on foreign buyers.

*Smith: "I see by the paper that a widow with twelve children has just married a widow with nine children."*

*Jones: "That was no marriage -- that was a merger."*

J. R. F. SERVAES, *President*

H. W. HAUSER, *Secretary-Treasurer*

## Pacific Marine Insurance Agency, Inc.

*General Agent*

114 Sansome Street

San Francisco, California

*Representing for the Pacific Coast territory the  
Marine Department of the following companies*

United States Merchants and  
Shippers Insurance Company  
Fire Association of Philadelphia  
Milwaukee Mechanics Insurance  
Company  
The North River Insurance Com-  
pany  
Westchester Fire Insurance Com-  
pany  
Seaboard Fire & Marine Ins. Co.

Royal Exchange Assurance  
Tokio Marine and Fire Insurance  
Company, Ltd.  
United States Fire Insurance  
Company  
Agricultural Insurance Company  
*For Oregon and Washington*  
Indemnity Mutual Marine Assur-  
ance Co., Ltd.

**Los Angeles Office:**

**BERNAL W. HILBERT, Manager**  
Garfield Building

**Oregon Agents:**

**DURHAM & BATES**  
Board of Trade Bldg., Portland

# Industrial Growth

[continued from page 78]

feet, three floors and is modern in every detail.

Delray Corporation is turning out its several food products in its model new plant of 30,000 square feet in which one hundred people are employed.

Printing has long been a leading industry in San Francisco, and the new plant of Phillips, Van Orden Company typifies this leadership. It is located at First and Tehama Streets.

The two power companies, the Pacific Gas and Electric Company and the Great Western Power Company, began a program of development in San Francisco in 1929 which means the outlay of millions of dollars in new construction. The new steam stand-by station of the Great Western Power Company of Evans Avenue, is located on a thirty-six acre site and the first unit, now completed, has a capacity of 35,000 kilowatts. Final plans call for a plant to produce 170,000 kilowatts and an investment of \$4,000,000.

The Pacific Gas and Electric Company began a San Francisco development program during 1929 which calls for the expenditure of \$11,000,000, and much of this is well under way. The steam stand-by plant of this company will have a capacity nearly three times that of Pitt

River Power House Number Three. An entire block of ground, bounded by Eighteenth and Shotwell, Nineteenth and Folsom Streets, is occupied by this company's new \$1,000,000 garage, warehouse and service station now under construction.

Expansion of the power companies always reflects industrial growth of the community being served, and hence no better index of the industrial growth and prosperity of San Francisco can be found than these major expansion programs of the power companies. And all of this is coupled with a reduction in industrial power rates recently made effective, so that now San Francisco enjoys even cheaper power than previously.

Natural gas has been brought to San Francisco and the bay area by the Pacific Gas and Electric Company, and to a portion of the bay district by the Pacific Public Service Company. This is one of the most important steps that has ever been taken in the advancement of San Francisco Bay as the leading industrial center of the Pacific Coast. It insures abundance of fuel at fifteen cents per one thousand cubic feet for larger users.

Another decision which made 1929 an

[continued on page 106]



Buying embroidered silks in China  
[Photo taken on first Malolo cruise]

## Around Pacific Cruise

Your most unusual tour  
... to Orient and Indies  
on the great MALOLO

ALWAYS they call insistently to you who love romance, beauty, adventure—these strange lands on the second Around Pacific Cruise of the luxurious Malolo.

How different this trip from travel along the beaten path of tourists! Think of shopping for silks and jade and beaten gold in the ancient cities of Japan and China and the Philippines, Siam and Malaya!

Think of meeting Spring in the "Isles of Spice"—the orchid lands of Java and Celebes! Then on to sunny Australia and New Zealand, exotic Fiji and Samon, and Hawaii, always glorious!

There's no other trip like this! The 23,000-ton Malolo, speed queen of the Pacific, sails September 20 from San Francisco to 19 ports in 12 countries bordering the Pacific. You return December 19—and what Christmas surprises you bring back!

Membership is limited. Fares \$1,500 to \$6,500 cover everything—including shore trips! Ask today for information at Matson Line or American Express Company, joint managers of this exceptional cruise, or your travel agency.

**MATSON LINE**  
**AMERICAN EXPRESS**  
**COMPANY**

*in cooperation*

MATSON LINE OFFICES:

NEW YORK 335 Fifth Avenue  
CHICAGO 140 S. Dearborn St.  
SAN FRANCISCO 215 Market St.  
LOS ANGELES 723 W. Seventh St.  
PORTLAND 271 Pine St.  
SEATTLE 1319 Fourth Ave.

# LINCOLN

## EDWARD LOWE MOTORS CO.

SAN FRANCISCO  
2001 Van Ness Ave.  
Phone OR dway 6211

OAKLAND  
3737 Broadway  
Phone HU mboldt 3588

Cable Address: PARROTT

All Standard Coles

# Parrott & Co.

[ ESTABLISHED 1855 ]

## Manufacturers' Agents

IMPORTERS  
EXPORTERS

BRANCH OFFICES :

Portland, Oregon

Los Angeles, California

Seattle, Tacoma, Spokane, Washington

## INVESTMENT PROPERTIES CORPORATION

WALTER H. SULLIVAN  
*President*

ALEXANDER BUILDING  
SAN FRANCISCO, CALIF.



*Owners and developers of*

INDUSTRIAL, COMMERCIAL & BUSINESS PROPERTIES

## Industrial Growth

[ continued from page 105 ]

outstanding year of industrial growth and development was that of the United States Steel Corporation and the Bethlehem Steel Company wherein San Francisco was chosen as the western headquarters of both companies. Along with this came the purchase by the Bethlehem of the Pacific Coast Steel Mills at South San Francisco, and by the corporation of the Columbia Steel Mills at Pittsburg, California. These two decisions, together with the advent of natural gas make San Francisco the great steel center of the West.

Two important expansions, involving the expenditure of millions, had already been made just prior to the mergers. At South San Francisco there was opened last year a new bolt and nut mill unit of the Pacific Coast Steel Mills costing, with equipment, nearly \$1,000,000, while the Columbia Steel Mills at Pittsburg opened a tin plate mill costing \$4,500,000.

San Francisco grows industrially because conditions are right. Not only do we have cheap power and fuel, as already referred to, but low priced land is available in quantities within the switching limits of San Francisco. This land, which has all the advantages afforded by a terminal area, is priced as low as six cents a square foot. Down the peninsula at Redwood City the Belle Haven Corporation is developing 3000 acres of waterfront industrial sites with deep water facilities.

During 1929 the new Bayshore Highway was opened. The opening of a highway would, as a rule, go without mention in an article of this sort, but the Bayshore Highway is different. It is a trucking artery one hundred feet wide between curbs. It replaces a narrow, circuitous road which formerly attempted to serve the industrial areas of the peninsula. The barrier to the south is broken, and industrial development in that direction is destined to be more rapid in the future than it has been in the past.

The easterner must be told about all this, and we have been supplementing the industrial advertising of Californians Incorporated by sending out monthly fact-leaflets to 2500 prospects. These have been reproduced on the back page of San Francisco Business in an issue current to the mailing of the leaflet.

A reprint of 5000 copies of "Why Manufacturers Choose San Francisco" has been made necessary due to the demand from those wanting to know about industrial San Francisco.

For serious prospects the department prepares exhaustive engineering studies specific to the needs of the particular prospect. During 1929, fifty-five of these were prepared and forwarded, each in a leather binding bearing in gold imprint the name of the industry for which it was

[ continued on page 112 ]

## Industry and Labor

[continued from page 29]

In 1921 the San Francisco building trades went through a five-months' strike and lockout growing out of the repudiation of an arbitration contract by the then leaders of the building trades unions. Repudiation of this contract under circumstances which threw into the sharpest relief the complete irresponsibility of the local labor leaders, served to arouse the entire community. It afforded a medium for the complete organization of all of its business interests determined to prevent for all time any recurrence of the prejudicial control labor had exercised for so many years prior to that time. It was at this time that the Industrial Association was organized to carry out the community's decision to achieve industrial freedom.

And since 1921 San Francisco and the building trades have presented a picture which has amazed students of industrial problems and which has completely confounded the efforts of these same leaders again to seat themselves firmly in the saddle.

Because this record stands unique in the history of great American cities and because the program which the Industrial Association has pursued in order to guarantee the continuance of industrial freedom is likewise so exceptional, brief mention of some of the principles which have been adopted may be in order here.

In the first place it was insisted that the establishment of the American Plan in the building trades meant the actual employment of union and non-union men in the same craft and on the same job. With minor exceptions this policy has been steadily pursued since that time so that today it can be stated without fear of contradiction that so far as most of the basic building trades crafts are concerned actual American Plan conditions prevail on construction jobs of all sizes.

This program has been continued and fostered by the rigid adherence on the part of those charged with the responsibility of maintaining the American Plan to a single fundamental principle. This principle is in effect as follows: Wages and working conditions of all men employed in building construction shall be identical irrespective of their affiliation. Backed with this basic theory of industrial relations and supported by many collateral devices which cannot be discussed here the American Plan has, if anything, grown stronger in San Francisco with the passage of the nine years which have intervened since the community first embarked on this program.

In the building trades some extraordinary by-products have developed. For example, during this entire period jurisdictional disputes in San Francisco have been absolutely unknown. While other communities operating under closed shop conditions have been racked again and again with inter-craft disputes as to which mechanics should have jurisdiction for

## The Strength of Long Experience

From the mills of the Forty-Niners have grown the industries of the state. From pioneer banks of the sixties has grown the Bank of America.

With a wealth of experience—gained through these seventy years of sound banking practice—this institution today, through 163 branches, serves the banking needs of more than one hundred California communities.



## BANK of AMERICA OF CALIFORNIA

IN SAN FRANCISCO

NORTHERN CALIFORNIA HEADQUARTERS, 631 MARKET ST.

Humboldt Office, 783 Market St.

French-American Office, 108 Sutter St.

Fugazi Office, 2 Columbus Ave.

Bush-Montgomery Office, Mills Bldg.

North Beach Office, 1500 Stockton St.

Donohoe-Kelly Office, 68 Sutter St.

Hayes Valley Office, 498 Hayes St.

Bayview Office, 3rd and Palou.

Oriental Office, 939 Grant Ave.

Head Office: Los Angeles

BRANCHES THROUGHOUT CALIFORNIA

## DEAN WITTER & Co.

MUNICIPAL AND CORPORATION  
BONDS

MEMBERS

New York Stock Exchange

San Francisco Stock Exchange

Los Angeles Stock Exchange

San Francisco Curb Exchange

Los Angeles Curb Exchange

Seattle Stock Exchange

Portland Stock and Bond Exchange

Honolulu Stock Exchange

Manila Stock Exchange

New York Curb Exchange (Associate)

Telephone Davenport 5600

KOHL BUILDING, SAN FRANCISCO

LOS ANGELES PORTLAND SEATTLE OAKLAND  
SACRAMENTO PASADENA TACOMA  
RIVERSIDE LONG BEACH  
HONOLULU



# A '49ER

## The Springfield Fire and Marine Insurance Company

*{ Incorporated April 24, 1849 }*



From the days of the covered wagon to the present time, the Springfield's record has been one of continuous 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 losses incurred in the San Francisco conflagration, April 18, 19 and 20, 1906.

It pays to insure in the Springfield Fire and Marine Insurance Company.

IT PAYS!



## The Springfield Fire and Marine Insurance Company

*Pacific Department*  
111 Sansome Street  
SAN FRANCISCO

GEORGE W. DORNIN, *Manager*  
JOHN C. DORNIN, *Asst. Manager*

performing certain types of work. San Francisco contractors have been free to elect employment of that craft which they believe would be most advantageous. All that mass of restrictive and uneconomic rules and regulations designed to limit output or to make work have likewise gone by the board.

Apprentice training in San Francisco, which under union control was neither more nor less than a device for the maintenance of a labor monopoly, has, under the schools operated by the Industrial Association, become a means for meeting the practical demand for trade training. This community has decreed that its youth may, subject to minor beneficial restrictions, be permitted to enter and learn the craft of its choice.

Collusive agreements between contractors and unions designed only to guarantee monopoly and price control to both parties, and which were a regular feature of building trades activity during union control, are also a thing of the past.

In spite of every effort on the part of labor politicians to re-establish their power and control in the building trades; in the face of attacks upon this community program in the state and Federal courts, San Francisco has steadfastly carried out its determination never again to permit the building trades to fall under the irresponsible tyranny of so-called labor leaders.

But the work of the Industrial Association has not been confined to the build-

ing trades. During this same period industry after industry and individual businesses without number which in the past have suffered under the ruthless despotism of labor officials have cast off these restraining shackles and have adopted the American Plan.

With but one negligible exception all of these efforts have been permanently successful. In every instance the American Plan once adopted has been retained and strengthened. Among important industrial groups outside of the building trades which are now completely or practically free from arbitrary control may be mentioned pattern shops, foundries, machine shops, furniture-manufacturing companies, tool manufacturers, lithographers, photo-engravers, service enterprises such as hotels and restaurants, garment-manufacturing establishments, cigar manufacturers and a host of others too numerous to mention.

Recent entrance of the United States Steel Corporation and the Bethlehem Steel Company into the industrial life of San Francisco through the purchase of local steel mills adjacent to the city is clearest indication of the economic freedom of these establishments and of other industrial enterprises. The Ford Motor Car Company's decision to establish its largest western plant on San Francisco Bay is also clear evidence, if such were needed, that manufacturers desiring to lo-

[ continued on page 113 ]



THE M. V. CHICHIJU MARU, THE N. Y. K. LINE'S PALATIAL NEW TRANS-PACIFIC LINER

## Nine New Ships On Orient Trade Lanes

Completion of the \$60,000,000 ship building program of the N. Y. K. Line will add nine new motor vessels to the company's world-wide services before the end of 1930.

The California-Orient service of the N. Y. K. Line has been augmented by a trio of \$7,000,000 motor liners, the *Asama Maru*, *Chichibu Maru* and *Tatsuta Maru*—largest, swiftest, and most luxurious of ships in this trade.

On the Seattle-Orient route, the new *Uikawa Maru*, *Hiye Maru* and *Heian Maru* offer rapid, comfortable, overseas travel. The new \$4,000,000 *M. V. Heiyo Maru* will enter the South American (West Coast) service from the Far East to Valparaiso, Chile.

The new sisterships *Terukuni Maru* and *Yasukuni Maru* of the Japan-Europe service round out 150,000 additional tonnage in faster, finer, new ships for the N. Y. K. Line.

## N. Y. K. Line

551 MARKET STREET

TELEPHONE SUTTER 3900

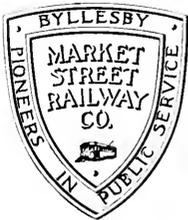
# STREET CARS

take you there

Quickly

Safely and at

Little Cost



**SAMUEL KAHN**  
President

## ART in San Francisco

[continued from page 27]

ers, Sommer & Kaufmanns and the new Stock Exchange were all conceived and carried out by the best artists in the community. If you have not seen these places do so and remember that they are the product of home talent. In this city we have the finest type of workers in stone, glass, wrought iron, copper, bronze, wood carving and all the decorative arts.

The Decorative Art Exhibition just closed at the Women's City Club included ceramics, frescoes, furniture, wall decoration, screens, leather, metal work, textiles, sculpture, and wood carving by California artists. In the quality of the work shown it compared favorably with the best displayed in the East or abroad.

The Galerie Beaux Arts has frequently changing exhibits of sculpture and paintings by San Francisco artists. Here they have an opportunity to show and sell their works. These exhibitions are well attended and the venture has been both an artistic and commercial success.

The 52nd Annual Exhibition of the San Francisco Art Association is now being held at the California Palace of the Legion of Honor. It is national in character. Artists from all sections of the United States have contributed. The high quality of the exhibition gives it great importance in the world and will draw many visitors to our city.

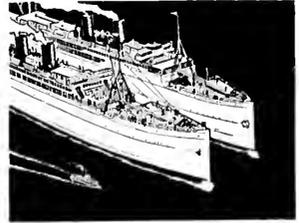
Almost every human being has an instinctive hunger for the beautiful, and everybody is a consumer of art in some form although very often they are not aware of it. Daily they use their artistic sensibility in the selection of their clothes, their house furnishings, their automobiles, their business advertising, and in deciding the shape, color and size of such things as they manufacture and have for sale. Because they are shrewd merchants, they realize that the public will not accept ugly things and have recognized that it is money in their pockets to employ the best designers so as to produce articles that will not alone be useful, but will be pleasing to the eye. By having beauty about us in our daily life, we unconsciously become discriminating and particularly in selecting the most commonplace things, and very expert in choosing between the good and the bad.

Many object to the so-called modern school. They are very apt to believe that it is something which has been invented in our own generation and is peculiar to the twentieth century. As a matter of fact it is as old as civilization. Looking back through the ages every classical and academic movement was in its own time considered modern and was frowned upon, and so it will be with the best of the art of today. The good will be retained and the unworthy will be abandoned.

The San Francisco Art Association organized in 1874 is one of the oldest in-

[continued on page 117]

# HAWAII



## Balanced Service of

**LASSCO'S Cruisers de Luxe**

**"CITY OF HONOLULU"  
"CITY OF LOS ANGELES"**

... assures you maximum convenience and enjoyment over the delightful southern route to Hawaii

Balanced as to sailing dates ... giving you a convenient choice both going and coming. . . LASSCO'S Companion Luxury Liners are likewise splendidly balanced in the range of their accommodations. They provide the widest possible choice of spacious staterooms, directly ventilated by outside ports, and the highest standards of sumptuous comfort and skilled personal service.

All-Inclusive-Cost-Tours . . . from \$285 and \$330, Los Angeles back to Los Angeles, according to liner and accommodations selected, includes Hawaii's chief points of interest, with a memorable inter-island trip to Hilo and a thrilling tour through Volcano-land. Secure details and book passage at your nearest travel bureau.

## DINE and DANCE

as you Sail

along California's ever-changing shoreline on LASSCO'S super-express liners

**"HARVARD" and "YALE"**

A fascinating change in travel environment. Broad airy decks ... delightful dance music ... marvelous food

Four sailings weekly between

**SAN FRANCISCO : LOS ANGELES  
SAN DIEGO**

Low one way and round trip fares

**LASSCO**  
LOS ANGELES STEAMSHIP CO.

R. V. CROWDER, Traffic Passenger Mgr.  
685 Market St., Tel. DA venport 4210  
OAKLAND: 412 13th St., Tel. OAKland 1436  
H. C. Capwell Co. . . . Tel. LA keside 1111  
BERKELEY: 2148 Center St., Tel. TH ornwall 0060

**COMPLETE  
BROKERAGE  
SERVICE**

DIRECT PRIVATE WIRES

**McDONNELL  
& COMPANY**

Members:

San Francisco Stock Exchange  
New York Stock Exchange

**SAN FRANCISCO**

633 MARKET ST., Phone SUTTER 7676  
Branch: FINANCIAL CENTER BLDG.

**OAKLAND**

436 17TH ST., Phone GLENCORT 8161  
NEW YORK OFFICE: 120 BROADWAY

## The Metropolitan Area

[continued from page 15]

ignated "The San Francisco-Oakland Metropolitan Area."

Characteristic of any regional industrial development is a centering of executive headquarters of manufacturing corporations, banks and financial houses, transportation companies and privately operated public utilities in one city in the region. From that city—in our case San Francisco—radiate the wires of central executive management and direction and of financial supply that greatly help to bind the whole area together.

In terms of industry, commerce and finance, the region conceived and used as a unit is capable of great success, where any part of the region functioning separately and alone would have comparatively small success. Directing attention again to the San Francisco-Oakland Metropolitan Area and measuring each of the bay cities by the test of the specifications for a commercial and industrial metropolis already stated, it appears that within our bay area exist every one (except perhaps *cheap* water) of the requirements for such a metropolis. But all of them are not found within the limits of any one of our political subdivisions, whether city or county. The region as a whole is greater than any of its parts. Where the people are regional minded

and industry is encouraged to locate at the point which best suits that industry, when so located, the industry has its best chance to flourish. And because of the region is an economic unit all communities within the region benefit indirectly if not directly. Within each region, which is a business whole though it include several cities and towns, rises and falls an economic tide which in its major movements elevates or depresses the business life of each community very nearly the same as every other. The first progress is achieved by giving first place to the industrial advancement of the region.

In this bay area a powerful movement is well underway which purposes to foster the industrial development of the whole area as a recognized industrial and commercial unity. The Chambers of Commerce of San Francisco and Oakland assisted by the Chambers of Commerce of the other cities around the bay, have taken the leadership in inaugurating and encouraging this movement and marking for it a definite goal. The movement has taken form in what is called "The Committee of 49." This committee, representative of the industrial and commercial activities of the counties bordering on San Francisco Bay, exists for the purpose of uniting the bay area for business progress. Its work bids fair to produce an outstanding example of "Regional Industrial Development."

*In wet weather always drive in trolley tracks. It's smoother going.*

## All the HOT Water You Want—no waiting, no bother

All the hot water you want—  
simply by turning the faucet!

Plenty of hot water, instantly,  
helps you finish the house work  
more quickly. It gives you 4 to 6  
hours each week to spend  
with the children, to go motoring,  
or to go shopping.

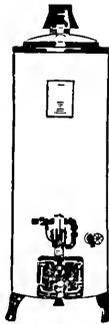
And when you come  
home dusty and tired, what  
could be more refreshing  
than plenty of instant hot  
water?

To give you this fine hot  
water service, we simply install  
the Automatic Gas  
Water Heater in your basement,  
on your back porch,

or in your kitchen. Once it is  
installed, there's never any delay or  
bother about an abundant supply  
of hot water—day and night.

This instant hot water service  
costs less per gallon than  
any other method of heating  
water in the home.

For full details about installing  
an Automatic Gas Water Heater,  
come into our office—or a dealer's  
store. Or if you like, just  
telephone and we'll have one of  
our representatives call and explain  
the many advantages of an Automatic  
Gas Water Heater.



An Automatic Gas  
Water Heater

**P·G·and·E·**  
Owned · Operated · Managed  
by Californians ·



reflecting the  
true character  
of leadership...

Here at Crocker's you  
have at your command  
a staff skilled in design

Furniture by  
Crocker

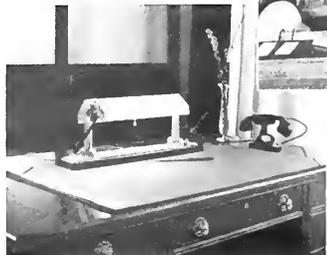
and planning, men qualified to discuss every detail  
of arrangement and equipment. An interview im-  
plies no obligation on your part. Plans and estimates  
will be submitted under the same agreement.



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

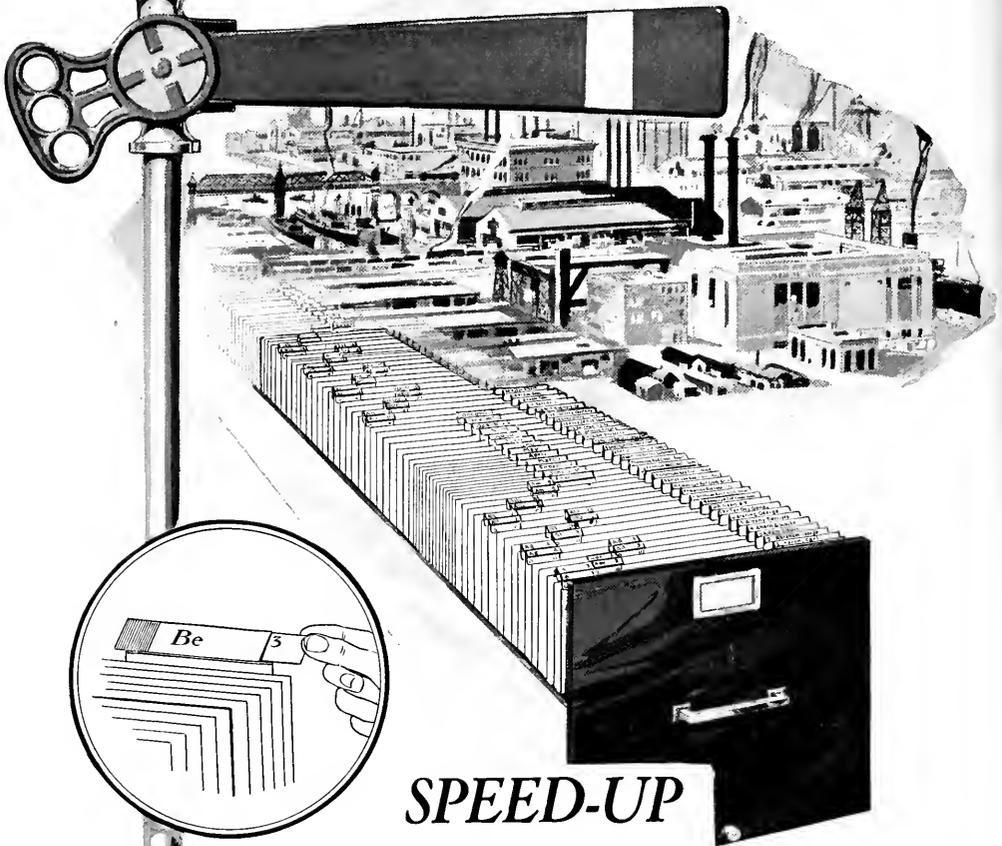
OFFICE PLANNING DIVISION      DOUGLAS 5800

- SACRAMENTO      565 Market Street . . . .
- FRESNO      242 Montgomery Street
- LOS ANGELES
- LONG BEACH . . . . . SAN FRANCISCO



Business has made  
its bow to good  
taste and comfort.

# SAFEGUARDING *business*



## *SPEED-UP*

### WITH THE GLOBE-WERNICKE **Safeguard Filing Plan**

—a plan that brings to modern business a means of filing that not only safeguards and speeds up business, but also anticipates the needs of ten years from now as well as those of today. A method that can be expanded *economically* as business grows.

Lessens chance of misfiling—makes finding quick, easy and accurate. Its key note is *simplicity!*

Let us show you the many sizes, for every recording need. A helpful booklet for the asking. Telephone DOUGLAS 5800.

## **H · S · CROCKER CO · Inc.**

565-571 Market Street ↔ 242 Montgomery Street  
SAN FRANCISCO

# The Stock Exchange

[continued from page 31]

exclusive of stock distributions. This total does not include all the first quarter payments nor the monthly and semi-annual payments made by several of the largest companies but even though incomplete it accurately reflects the extent and sound prosperity of West Coast enterprises.

The San Francisco Stock and Curb Exchanges gave splendid evidence of the strength of their organization during the severe market reactions of last year in the fact that every member brokerage house was able to maintain its credit and financial rating at the level required by exchange regulations and that there were no suspensions during that period, a record made by few stock exchanges of the country.

The San Francisco Stock Exchange is composed of 49 brokerage firms, many of them having been in business continuously for 30, 40 and 50 years. The Exchange has a total of 75 members, including six associate and seven bank members. Its organization has been built upon high ethical and business standards and its code of regulations embodies the best and latest developments in stock exchange practice.

In physical equipment the Stock Exchange is in fortunate position. It is now housed in a new building designed to meet the requirements of the market for many years to come. This structure, located at Pine and Sansome streets in the heart of the financial district, was formally opened January 4 of this year and trading inaugurated on January 6. It is a monumental building of California granite, steel and concrete and represents an investment by the Stock Exchange

of \$2,750,000. The structure is composed of two wings, a lofty single story trading floor section fronting Pine Street and distinguished by its noble colonnade of granite pillars, and a backset twelve-story wing in which are located the operating departments and executive offices of the Exchange.

The trading room is equipped with every available device to expedite trading and to make possible the transaction of a large volume of business. It covers a floor space of 8200 square feet and has present accommodations for sixteen trading posts with ample room for expansion. The room is fitted with pneumatic tube service, synchronized electrical time stamp system, electric call board system and an installation of direct line telephones to the brokers' booths that makes possible the reception of 1800 calls simultaneously.

The building is notable for the attention paid to its artistic decoration on the exterior. There are a number of sculptures in relief executed in the white California granite of the building itself. In the interior there are other sculptures, a carved walnut door in the governing board room that has attracted widespread

notice, and lavish use of marbles in the lobbies and corridors.

The Stock Exchange is a modern securities market in all respects. It provides for the investing public of San Francisco and the Pacific Coast all the required facilities for dealing in stocks and bonds under strict regulation for the public interest. Its constant effort is to be an effective and constructive force in the upbuilding of the West.

*The FINK & SCHINDLER CO.*  
 228 14th Street  
 Phone Market 0479  
 CABINET WORK  
 COMPLETE INSTALLATIONS  
 STORE BANK & OFFICE  
 FIXTURES  
 HARDWOOD INTERIORS  
 SINCE '82



## THE SAN FRANCISCO BANK

INCORPORATED FEBRUARY 10TH, 1868

One of the Oldest Banks in California, the Assets of which have never been increased by mergers or consolidations with other banks.

**Assets over \$125,000,000.00    Deposits over \$120,000,000.00**  
**Capital, Reserve and Contingent Funds, \$5,450,000.00**

*The following accounts stand on the Books at \$1.00 each, viz.:*  
 Bank Buildings and Lots - (Value over \$1,925,000.00)  
 Other Real Estate - - - - (Value over \$308,000.00)  
 Pension Fund - - - - - (Value over \$670,000.00)

Interest paid on Deposits at 4 1/4 per cent per annum  
 Computed Monthly and Compounded Quarterly

## Rent a Car

**Drive it yourself**

1930 BUICK, PONTIAC  
 CHEVROLET

**The Lowest Rates**

Stations: San Diego to Seattle

**HERTZ**  
 DRIV-UR-SELF  
**STATIONS**

*The World's Largest  
 Automobile Rental Company*

Telephone  
 PRospect 1000



# Industry and Labor in San Francisco

[continued from page 108]

cate new industries or branches here, are guaranteed a freedom second to none.

Should an impartial survey be made of those industries now operating in San Francisco or the bay area whose product is sold over a large geographical field and whose names are a byword in the industrial life of the West it would be found that, without exception, they are operating under American Plan conditions.

While in some important lines of enterprise complete freedom has not yet been established, invariably in such cases a sufficient number of firms are operating under American Plan conditions so that those which still employ union men only are in a position to demand from the union the complete abandonment of all unreasonable and arbitrary rules and regulations which tend to interfere with legitimate and proper management.

While these real and very tangible results of the Industrial Association's work and San Francisco's determination to become and remain a free city are of vital importance they are, if anything, of less significance than the complete change in the attitude of the community itself towards problems of industrial relations. Prior to 1921, there was a feeling of apathy, depression and even resignation as to the city's ability to free itself from the grip of that selfish labor leadership it had known so long. During that period local politics was almost completely dominated by this identical group to the continued detriment and disadvantage of industry. Prior to that time almost no industry could feel itself permanently safe. In contrast to this there is now manifest a complete and unshaken confidence that the city can maintain the

forward steps which it has taken, that it can keep itself permanently free both industrially and politically and that it will never again be placed in the unenviable position of being considered as a city that has surrendered its economic independence and which should be feared and shunned by business.

On the contrary it can present testimony of the most unimpeachable and representative character that, together with the natural advantages with which it is favored both geographically and climatically, it can also point with certainty and confidence to a labor market equal in skill, independence, and effectiveness to that enjoyed by any other community.

# The Retail Merchants Association

[continued from page 32]

cially in California. A study of ordinances from many cities bearing on this problem has been made, the ablest legal talent has been secured, and from the evidence gathered it is obvious that more work will have to be done before a satisfactory solution can be reached. However, it is not unreasonable to expect that in the near future we shall find ways and means of protecting the established, le-

## This Fascinating Game Called Business!

If there is one inspiring element, more noticeable than another in present-day Business, which lifts it to a more human plane, it is the element of Sport! Not sport as a recreation, diversion or pastime, but sport as a Game. The human game of building men and things to the service of man.

Ask any successful business man the game he likes best. Invariably the answer is, "My Business." He is *playing the Game*. No little white ball holds his eye so intently; no gun or rod, blue water or trackless sky, call to him so deeply, mentally or physically. The records he breaks are those set by his Budget:—Costs, Sales, Inventory, Turnover. His medals—profits, and the knowledge he has played the game well.

It's a Great Game—Business! Some weaken, but The Game goes on. Modern Accountancy equips this Business Game, holds the stop-watch of accomplishment and sets the goal ever higher.

**ERNST & ERNST**  
**CERTIFIED PUBLIC ACCOUNTANTS**  
 914-925 RUSS BUILDING, SAN FRANCISCO  
 F. A. LINDEN, C. P. A., CALIF., RESIDENT PARTNER

AKRON	DALLAS	INDIANAPOLIS	NEW YORK	SAN FRANCISCO
ATLANTA	DAYTON	JACKSON, MISS.	OMAHA	SEATTLE
BALTIMORE	GAYTON	KALAMAZOO	PHILADELPHIA	TAMPA
BIRMINGHAM	DENVER	KANSAS CITY	PITTSBURGH	TOLEDO
BOSTON	DETROIT	LOS ANGELES	PORTLAND, ME.	TULSA
BUFFALO	ERIE	LOUISVILLE	PROVIDENCE	WACO
CANTON	FORT WAYNE	MEMPHIS	READING	WASHINGTON
CHICAGO	FORT WORTH	MIAMI	RICHMOND	WHEELING
CINCINNATI	GRAND RAPIDS	MILWAUKEE	ROCHESTER	WILMINGTON, OEL.
CLEVELAND	HOUSTON	MINNEAPOLIS	ST. LOUIS	WINSTON-SALEM
COLUMBUS	HUNTINGTON	NEW ORLEANS	ST. PAUL	YOUNGSTOWN
	W. V. A.		SAN ANTONIO	

## The Reason Why

WARWICK S. CARPENTER, *Pacific Coast manager of four of America's outstanding magazines—Forum, Golden Book, Review of Reviews, World's Work—who is a resident of Santa Barbara, recently sent in an application for membership in the Chamber. In a letter enclosing his check, he said:*

*"The real purpose of my application is to keep closer in touch with what is going on. I need it in my business and in a hundred ways just as every other live business organization interested in San Francisco development needs what he gets out of the Chamber of Commerce, and needs also to help along the kind of work that the Chamber of Commerce does."*

## The Retail Merchants Association

[continued from page 113]

gitimate merchants against the inroads made upon his business by the itinerant vendor, who rents a vacant store for a month or two, and then leaves the city without having paid any taxes.

The discount question is perennial. It crops up here and there from time to time, but we have succeeded this year in reducing it to a harmless state. Practically all of the merchants have discontinued the granting of discounts to various exchanges and clubs. The merchants have found that the granting of discounts to groups or clubs gets them nothing, and has not materially increased their volume. Any distinct advantages, as outlined by a high pressure salesman, have turned out to be illusions. The merchants in San Francisco have adopted the one-price policy and they have earned the respect of the consumer by so doing. The one-price policy means that every article is to be sold at a definitely fixed, publicly announced price, to every customer alike. Education persistently applied and faith in each other, built up by co-operative effort has succeeded in establishing and maintaining this policy. Thus, the individual merchant benefits by teamwork.

The board of directors this year, again assigned their managing director to organize a division of downtown merchants to help in the raising of a Community Chest fund, thus indicating the interests and desire on the part of the merchants to give 100% support to the worthy civic enterprises. The retail merchant is a generous subscriber not only to the Community Chest, but to all worthy appeals.

This year, our association in conjunction with the Associated Retail Credit Men of San Francisco, conducted a course in retail credit. The course was outlined by the National Credit Men's Association and consisted of fifteen lectures followed by examinations which were productive of splendid results. Diplomas were issued to those who successfully passed the course. Members of the credit departments of the smaller stores, as well as those of the larger stores, were able to take advantage of this course at an exceedingly low cost. Each year our association undertakes to conduct an educational course in some phase of merchandising.

Our association also cooperates with the Graduate School of Business at Stanford University and with the School of Economics at the University of California by bringing to them lecturers who are specialists in their particular field of merchandising. Some of the larger stores have made arrangements to place many of the graduates of these two schools. More and more the merchant is beginning to realize the advantages of being

able to secure employees who have had some business training in our schools.

Recently the board of directors appointed a committee to study the corporate franchise tax situation. During the next few years many groups will be studying this subject seeking to prevent, if possible, further tax burdens being imposed upon their particular group. Merchants will organize and take the necessary steps to see that they are not saddled with a sales tax or a luxury tax or any increased form of taxation which would exceed their fair share of the state tax burden. In fact, the directors have proposed the organization of the California Retail Council. It is proposed that

this organization will mobilize all the retail interests of the state in order that they may have a voice in the decisions preliminary to the final adoption of any new tax law.

These are some of the major activities of our association, which have been productive of reasonably satisfactory results. The success in the work of our association is due largely to the continuation of active, intelligent interests by a board of directors truly representative of their respective trade groups.

In 1843 the public debt of the United States was \$32,700,000.





## Some things to think of IN PLANNING YOUR WILL

**H**ow to bequeath wisely even a modest amount of property is often a puzzling matter. What is the surest way to provide lasting protection for dependents? How should bequests to relatives, friends, or charities be handled? What must be done to keep heirlooms in the family?

In our recently published booklet, "Interesting Ways to Leave Money," you will find many suggestions which may clarify your wishes and thus make the task of drawing your will an easier one both for you and your attorney.

This booklet in your hands may mean much to the future safety and happiness of your wife and children. It may mean much to your own peace of mind as well.

*Call or write for a copy today, at either office.*

**TRUST DEPARTMENT**  
**WELLS FARGO BANK & UNION TRUST CO.**  
 Market at Montgomery Market at Grant Ave.  
**SAN FRANCISCO**



# California Faces New Era in Gold Mining

By HARRY E. EPSTINE  
*President San Francisco  
Mining Exchange*

CALIFORNIA'S yield of all metals, except copper, decreased during the past year but gold mining, upon which much of the romantic history of the state was founded, continued to hold in a measure the same thrill that was experienced by the Forty-Niners in their stampede to the fabulously rich gold field.

The decline in gold production is no indication that interest has slackened in this major basic industry. On the other hand, Californians who are directly associated with mining, whose opinions are regarded as authoritative, express optimism over prospects of a general revival of activity along the mother lode—that immense mineralized quartz formation that stretches almost from one extremity of California to the other.

Since the brilliant mining history of California had its inception more than four score years ago, this state has produced more than two billion dollars in gold, silver, copper, lead and zinc.

Although strictly accurate records of the early days are somewhat obscure, accepted statistics show that California has contributed to the world \$2,091,782,602 in these five metals, from the time when John Marshall discovered the first gold nuggets that launched the greatest gold rush in history in 1848.

California's fame as a gold producer has blazed forth for more than eighty-one years. As time went on, however, the task of wresting the precious metal from quartz lodes and gravel channels became more arduous, necessitating drastic changes in mining and recovery methods.

The all-time record of gold production in California for a single year was made in 1852 when \$81,000,000 was mined from lodes and placers. The output now is little more than one-tenth of this amount, the preliminary estimate of the United States Bureau of Mines, Department of Commerce, revealing that the value of gold mined in the state in 1929 was \$8,392,800 as compared with \$10,785,315 in 1928.

In spite of this decrease, however, there was more actual interest manifested in the search for prospective producing properties than at any other time in recent years.

Production figures hardly paint the real picture. Responsibility for the decline is laid to the cessation of dredging operations in auriferous territories that have been worked out and to the fact that some of the deep lode mines, usually considered in the class of the ten largest producers in the state, have been forced

to curtail their output on account of the excessive costs entailed in mining ore of average grade at a depth of a mile or more.

Encouragement for another lively era in the gold mining industry is seen in the increase in the number of new projects undertaken in the last year or two.

Many of these enterprises have shown results in the production line but their aggregate contributions to the total output record failed to make up for the deficit brought about by the poorer returns from gold dredging and deep mining and the smaller output of hydraulic and drift properties on account of unfavorable water conditions during the greater part of the season.

California still leads the states in gold production and it is generally conceded that its foremost position is secure. Silver and the baser metals are suffering from oversupply and low prices, but there exists an urgent need for greater gold stocks.

The new era of gold mining in this state will be characterized by economy of operation, something that was not known in the early days when miners were interested in high grade and ore that was easily extracted. Gold mining now has come into the category of big business. With new and modern methods devised, there is need for the capital and sound business judgment that are essentials in manufacturing lines.

The copper division of the mining industry flourished in California last year when advantage was taken of high metal prices, the market going to its highest level since the war. Production moved up from 25,150,743 pounds in 1928 to 33,255,500 pounds in 1929 and the value from \$3,621,707 to \$5,952,700.

The value of silver produced in the state last year was \$569,300, a decrease from the preceding year, while the output of lead amounted to \$80,900 and production of zinc was negligible. Since the decline of the Randsburg district in San Bernardino County, the value of silver mined in California has fallen off sharply. In less than ten years production has tumbled to the present low level from the all-time record of \$3,629,223 that was established in 1921.

Mining of quicksilver, an important industry of California at one time, gradually has been regaining its lost prestige. For many years the value of production ranged from \$1,000,000 to more than \$4,000,000 annually. In 1921 the output fell to \$140,000 when the average price was approximately \$4.50 a flask. Current production now is at the rate of more than \$1,000,000 annually and, with the market for the product established well above \$100 a flask, many mines that once produced on a large scale have resumed operations. The present high price has received additional support by the temporary shut-down of the famous Almaden mine in Spain, formerly one of the biggest factors in the world supply of mercury.

## United States Laundry

*The Careful Laundry*



FINISH WORK  
DRY WASH  
ROUGH DRY  
DAMP WASH

*We use Ivory Soap  
exclusively*



1148 Harrison Street

*Telephone*

**MARKET 6000**

## NIPPON DRY GOODS COMPANY

Manufacturers, Importers  
and Distributors of

**Oriental Dry Goods**



*Export Department*

AUTOS AND AUTO PARTS  
CHEMICALS, MACHINERY  
ETC.



*Main Office*

400 MISSION STREET  
San Francisco, Cal.

NEW YORK OFFICE  
150 Madison Avenue

Japan Office and Factories  
YOKOHAMA

Cable Address: "NIPONDRYCO"

*It Always Pays to Advertise!*

# ART in San Francisco

[continued from page 109]

stitutions in San Francisco and has always had the support of the public. Through lectures, exhibitions, publicity and the encouragement it gives to all good movements in art, it aims to lead the public in a proper understanding, to make art universal, and to bring a sense of its value into every home, until today there are probably more people in San Francisco art minded than ever before. It is generally realized that there must be good design in our manufacturing and merchandise, and the "Association" aims to develop, through its activities, a finer taste and a better choice in home and business surroundings.

To again refer to the school which is conducted by the "Association," I wish to call attention to the fact that we are training children and young men and women, in both fine and applied arts. To be any sort of artist it is primarily necessary to have a thorough foundation in drawing and first principals and theories of art, after which the student can develop along his own lines. However, this first apprenticeship is essential.

Among the many students only a few will become really great, and the vast majority will use their training in earning a living as expert craftsmen of one kind or another. On the other hand a great many without any intention of making art their profession, have the benefit of a general art education, which will continue throughout their lives to be a source of the greatest enjoyment to themselves.

A love and appreciation of art is a great asset to anyone and will give a pleasure which those less favored will be denied. The great reputation which this school has acquired has given a stamp of culture to our city, and it is this atmosphere which endears it to us all, and gives San Francisco its individuality. Purely material things do not by themselves make a city great. It must lead as well in the drama, music, literature and all cultural things, and the possession of leadership along these lines constitutes the reason why San Francisco is recognized the world over as a city of primary importance.

The message which I wish to convey to the members of the Chamber of Commerce is that proper development and encouragement of art is a duty of citizenship. In practically every industry they can employ our local talent. Everything has to be first designed and drawn before it can be made, i.e.: machinery, buildings, furniture, clothes, carpet textiles, tools, plumbing, jewelry, shoes and innumerable other articles, and there is no need to send abroad for either designers or craftsmen. The California School of Fine Arts is turning out students competent to do this work in first-class shape.

The artist must have encouragement as an outlet for his work, otherwise to make a living he must move to some

more appreciative and profitable environment. He is a useful citizen and member of the community, and instead of discouragement every inducement should be given to draw even more artists here and give them an opportunity for success through recognition and employment.

The opportunities of the Art Association are limited only by the amount of money they can obtain, and with greater funds at its disposal there are many activities in which it could engage and which would be of benefit to the city. Every member of the Chamber of Commerce should also invest in a membership in the San Francisco Art Association. The dividends will be a better, more beau-

tiful city, a pleasanter and more attractive place in which to live, and a magnet for people of brains and accomplishment.

And even now in spite of our political ins and outs, our financial ups and downs, and our prohibition ebbs and tides, San Francisco actually is an art center of importance. Our printing and bookbinding is causing comment all over the world; the California Society of Etchers is probably the finest thing of its kind to be found anywhere; Oriental art is concentrated here, both in quantity and quality as it is in no other place, and many of the most famous living painters and sculptors are members of this community.

## FINANCING WESTERN INDUSTRY

# COASTWIDE Financial Service



Combining the organizations and resources of two of the West's leading investment firms, TUCKER HUNTER DULIN & CO. now offers facilities for underwriting and distributing securities in keeping with the growing importance of Pacific Coast finance and industry.

## TUCKER HUNTER DULIN & CO.

San Francisco	Los Angeles	Seattle	Portland
Oakland	San Diego	Spokane	Tacoma
Hollywood	Pasadena	Santa Monica	Long Beach
Eugene	Sacramento	Stockton	Fresno
	Riverside	Santa Ana	Pomona

DISTRIBUTING SOUND SECURITIES

# Know these Firms

They represent the backbone of San Francisco and deserve your co-operation in their respective lines. They offer a personal, individual service; complete, intelligent and helpful.

## San Francisco of the Pacific

[continued from page 89]

that San Francisco's growth is greatest from the outside toward the city than within the strict political confines. As more rapid transportation facilities are provided we can expect that within the commuting or automobile radius of San Francisco, this growth will continue as it has in New York.

The development of urban population such as is taking place about San Francisco is of people seeking roomier and cheaper living conditions, outdoor recreation and are in the main people of character and quality. To New York the urban development is one that is viewed as relieving congestion that would prove costly to the city in providing traffic arteries and necessary improvements for sanitation. Besides saving a city from the evils of mere size the character and quality of these urban residents build markets that call for extensions of the industrial influence of the metropolis. In this growth San Francisco is in close parallel with New York.

In 1925, the last year for which figures are available, the total value of products manufactured in Manhattan was \$3,592,098,351 with 17,138 manufacturing establishments employing 325,443 wage earners with an aggregate payroll of \$531,253,632.

In the same year San Francisco had 2122 establishments which employed 41,720 with an aggregate payroll of \$61,040,014 and a production in finished products of \$426,809,920.

New York and San Francisco are each a central metropolis to a wide sphere of influence. And in the demands of the people within these spheres upon the respective cities has grown a group of industries similar both in their nature and in order of relative importance. The leading industries on Manhattan Island rank as follows. They are grouped in the order of value of products produced. Men's and women's clothing, printing and publishing, millinery and lace goods, slaughtering and meat packing, bread and bakery products, shirts, jewelry, men's furnishing goods, silk manufactures, perfumery, cosmetics and toilet preparations, electrical machinery, apparatus and supplies, knit goods, furniture, pocket-books and purses, confectionery, foundry and machine shop products, patent medicines and compounds, fancy and miscellaneous articles, bookbinding and blank-book making.

Already in San Francisco there is a close similarity in the types of products that constitute the leading industries of San Francisco. We find here printing and publishing in first place with coffee roasting and spice grinding in second place. Then follow in order: slaughtering and meat packing, motor vehicles, bread and bakery products, men's and women's clothing, foundry and machine shop products, canning and preserving, furniture, food preparations, confectionery, electri-

[continued on page 123]

### Advertise Anything!

Houses, Lots, Apartments, Furniture, Farms, Farm Tools, Implements, Mechanic's Tools and Machinery, Building Materials, Automobiles, Tires, Accessories, Stocks & Bonds, Insurance, Accountancy, Investment Securities, Hotels, Situations Wanted, Help Wanted, Stoves, Phonographs, Radios, Books, Music, Clothing, Hats, Shoes, Markets, Candies, Ice Cream, Flowers, Chickens, Typewriters

For anything at all you will find a buyer or seller through the columns of

"San Francisco Business"

#### 7A—BUTCHERS

Beef, Calves, Sheep and Hogs Bought or Slaughtered on Commission

**JAMES ALLAN & SONS**  
WHOLESALE BUTCHERS

Office and Abattoir:  
THIRD ST. and EVANS AVE.  
Phone MIssion 5600 San Francisco

#### 8—CHOCOLATE MANUFACTURES

**D. GHIRARDELLI CO.**  
SAN FRANCISCO

CHOCOLATE and COCOA  
Since 1852

#### 9—CONTRACTORS

**California Construction Co.**

GENERAL CONTRACTORS  
715 Standard Oil Building  
San Francisco

#### 10—CRACKPROOF GARDEN HOSE



**Crackproof  
GARDEN HOSE**

Manufactured by  
**Pioneer Rubber Mills**  
San Francisco  
Sold all over the world

#### 11—ELECTRIC SIGNS

**BRUMFIELD ELECTRIC SIGN CO**

965-967 FOLSOM ST., S. F.  
WE MANUFACTURE

**OUR OWN NEON SIGNS**

PATENTS APPLIED FOR

#### 13—EMPLOYMENT BUREAU

**COMMUNITY PLACEMENT BUREAU, INC.**



Operated by  
San Francisco  
Employers

HUNTER-DULIN  
BUILDING  
KE arny 2800

#### 14—FLOWERS

**Darbee Florist**

GEN. A. J. GOOCH, Prop.

1036 Hyde St. San Francisco, Calif.

Phone FRanklin 0208

Open Evenings and Sundays. We deliver and telegraph flowers anywhere.

#### 16—GLASS

**PACIFIC COAST GLASS CO.**

Manufacturers of  
**BOTTLES and JARS**

SEVENTH and IRWIN STREETS  
Phone MA rket 0327 San Francisco

#### 19—HOTELS

**HOTEL ROOSEVELT**

Jones at Eddy

SAN FRANCISCO'S NEW FINE HOTEL

Every room with bath or shower

\$2.00 to \$3.50 Garage next door

#### 19A—HOTEL EQUIPMENT

Telephone MA rket 2400

Manufacturers of Kitchen Equipment for  
Hotels, Restaurants and Institutions.

China - Glassware - Silverware

**MANGRUM-HOLBROOK**

1235 Mission Street, San Francisco

#### 20—IMPORTERS

**Edward L. Eyre & Co.**

Exporters and Importers

Grain, Grain Bags, Copra Cake, Lined Meal, Cointoned Cake, Mill Feeds, Steel, Oils, Beans, Peanuts, Mexican and Oriental Products

518 MERCHANTS EXCHANGE  
Phone KE arny 0289 San Francisco

#### 21—ICE MANUFACTURERS

**CITY ICE DELIVERY CO.**

135 KANSAS STREET

MA rket 6400

Distributors for Consumers Ice, National Ice & Cold Storage, Union Merchants Ice Delivery Co.

# San Francisco's Hospitals

(continued from page 28)

laid on November 20, 1909, and the building was ready for occupancy after its masterly planning and erection under the immediate guidance of the great genius of hospital construction, Dr. R. G. Brodrick, May 1, 1915. The cost was about three millions and a half. The hospital is owned and operated by the city of San Francisco, financed from the proceeds of taxation. The total bed capacity is 1163, and a clinic is conducted which in 1929, cared for 573 pre-natal patients, 225 post-natal, and had 3157 visits to the Chest clinic.

The San Francisco Hospital is administered under the supervision of the Board of Public Health, and is ably conducted by the superintendent, Dr. L. M. Wilbor, who reports to the city health officer, Dr. Wm. C. Hassler. The members of the Board of Health are: Frank J. Klimm, president; Dr. James W. Ward, Lawrence Arnstein, Dr. Arthur H. Barendt, Arthur M. Sharp, and Edward M. Coffey, secretary.

The *Letterman General Hospital*, United States Army, is one of the five general hospitals maintained by the United States Army, within the continental limits of the United States. It serves troops on the Pacific Coast, and receives military patients from the Hawaiian Islands, the Philippines and the American forces in China, Alaska and the Canal Zone. In addition 400 beds are set aside for the beneficiaries of the U. S. Veterans' Bureau.

The hospital was organized during the Spanish-American War, and was known as the U. S. Army General Hospital. Indeed, I was present at the selection of its site by Surgeon General Sternberg, Colonel Girard and Col. W. H. Forwood, medical director of the department of California, later surgeon general United States Army.

The hospital as at present organized, consists of 59 permanent and 26 temporary buildings, and has a capacity of 1016 beds. During the past war 6805 patients were admitted, in addition to 9495 patients in the out-patient service, with 1278 home visits and 33,433 office calls. The commanding officer is Col. Wallace DeWitt, U. S. Army M. C.

The *U. S. Marine Hospital* (or *Public Health Hospital* as at present known), erected in 1898 at the gate of the Presidio, is about to be replaced by a thoroughly modern hospital plant. The institution is under the command of Dr. Creel and Dr. J. C. Perry is medical director of the area.

The *University of California Hospital* was organized in 1907 and occupied its present building in 1917. It was organized and is financed and managed by the Regents of the University of California, through earnings, endowments and University funds. The hospital has 287 beds and the annual visits to the out-patient department in 1929 were 139,000. The president of the university is the pre-

## 23—INVESTMENTS

**"OVER-THE-COUNTER"**  
Market Specialists  
Unlisted Stocks and Bonds  
**MARTIN JUDGE JR. & CO.**  
1 MONTGOMERY STREET  
DO uglas 8760 San Francisco

**Wm. H. Noble & Co.**  
*Investment Securities*

## 24—LANDS

**MILLER & LUX**  
Incorporated  
FARMING AND LIVESTOCK  
PROPERTIES  
1114 MERCHANTS EXCHANGE BLDG.

**Industrial Opportunities**  
in Industrial Lands in South San Francisco — Low Land Cost  
San Francisco Freight Rates  
San Francisco Switching Area  
**SOUTH S. F. LAND AND IMPROVEMENT CO.**

## 25A—LUMBER

**Christenson Lumber Company**  
LUMBER - MILLWORK  
Yards and Mill:  
FIFTH and HOOPER STREETS  
MA rket 0580 San Francisco

## 26—METALS

**Sheet Metal Manufacturing**  
Press Work - Forming - Welding - Irrigation  
Pipe - Building Products - Orchard Heaters - Oil  
Buckets - "De Laitte" Automatic Gas Machine  
"Vent-O-Screen" Ventilating Screen  
**W. R. AMES CO.**  
150 Hooper Street Market 3815

**Federated Metals Corporation**  
Great Western Smelting  
and Refining Branch  
**M E T A L S**  
75-99 FOLSOM STREET  
DA venport 2540 San Francisco

## 28A—OIL BURNERS

**—RAY—**  
**FUEL OIL BURNERS**  
Made in San Francisco  
Sold the World Over  
Automatic, Industrial, Marine Types

## 29—PACKERS

**GRIFFITH-DURNEY CO.**  
San Francisco  
**CANNED FOODS**  
California Fruits, Hawaiian Pineapple  
California Asparagus, California  
Sardines, Salmon—All Grades

## 29A—PHOTOSTAT SERVICE

**PHOTOSTAT COPIES**  
Made from Letters, Legal Documents, Maps, Blueprints, etc.  
*Personal confidential service*  
**Standard Photostat Company**  
142 Sansome Street Sutter 1475

## 30—SAFES AND VAULTS

Telephones: GA rfield 3041 and 3042  
**The Hermann Safe Co.**  
Manufacturers and Dealers  
Fire and Burglar Proof Safes and  
Vaults Safe Deposit Boxes, Etc.  
Howard and Main Sts. San Francisco

## 35—STEAMSHIP COMPANIES

**American-Hawaiian S. S. Co.**  
Frequent and Dependable  
Coast to Coast Service  
DA venport 2900 215 Market Street

Joint Service of Phone DO uglas 7510  
**HOLLAND-AMERICA LINE**  
AND  
**THE ROYAL MAIL STEAM PACKET CO.**  
PACIFIC COAST—EUROPE  
"The Pioneer Refrigerator Service"  
120 Market Street San Francisco

## 36—STEEL

**Montague Pipe & Steel Co.**  
Riveted Steel Pipe, High Pressure Pipe Lines, Oil  
and Water Tanks, Siphons, Steel Flumes, Stacks,  
Montague Well Casing, Water Tube Safety Boilers  
Works: 17th and Kentucky Streets  
Phone MA rket 6909, San Francisco  
Office: Hobart Building Phone KE arny 0698

**PATENTS**  
TRADE MARKS, FOREIGN PATENTS  
**MUNN & CO.**  
Suite 601 Hobart Bldg., San Francisco

**WESTERN PIPE AND STEEL CO.**  
OF CALIFORNIA

LARGEST FABRICATORS OF  
GENERAL STEEL PRODUCTS  
IN THE WEST  
Five Factories Dedicated to Service—  
South San Francisco, Los Angeles,  
Fresno, Taft, and Phoenix, Arizona  
San Francisco Office:  
444 MARKET STREET

*A world of wisdom!...*  
FOR SUCCESS IN BUSINESS YOU MUST  
ADVERTISE! ADVERTISE! ADVERTISE!  
Call DA venport 5000  
for that advertisement of yours

siding officer and the hospital is ably administered by Dr. L. S. Schmitt, who served with distinction during the great war with the Army in France.

*Stanford University Hospital* was organized as *Lane Hospital* in 1893, as a teaching hospital in connection with Cooper Medical College, and in July, 1912, was conveyed with the medical school properties to Stanford University.

*Stanford Hospital*, properly so called, was built and opened in December, 1917, for the care of private patients under the leadership of Dr. Levi Cooper Lane. The hospitals are under the control of the clinical committee, members of his medical school faculty, appointed by the president and approved by the board of trustees. The beds number 310; 143,000 visits were recorded by the out-patient department in 1929, and the value of the property is well up toward the two-million mark, and very extensive improvements and enlargements are under way from plans painstakingly prepared by Dr. R. G. Brodrick before his death, a priceless legacy to the alma mater of which he was so proud.

Dr. Ray Lyman Wilbur is president of both the university and the hospitals and the hospitals are administered by Dr. R. B. See.

*Saint Mary's Hospital*, by far the largest of the sectarian hospitals, recently enlarged by the addition of a new wing and other improvement, was organized in 1855 by the Sisters of Mercy,

and is financed and managed by this famous order of Sisters as a corporation, numbering 325 beds and had in the out-patient department in 1929, 14,281 visits. The sum of two million dollars is invested in the property and the hospital is under the expert administration of Sister M. Thomasine, R. N.

*Saint Joseph's Hospital* recently moved into a thoroughly modern and beautiful hospital building on Buena Vista Heights. The institution is of course a non-profitable charitable corporation, organized under the laws of the State of California, July 26, 1906, and is owned and operated by a community of the Franciscan Sisters of the Sacred Heart, and is noted for the moderate charges to patients for the highest type of service. The hospital is of 200 bed capacity, but operates no out-patient department. The directors are Mother Aloysias, president; Sister M. Petronella, vice president; Sister M. Silesia, secretary; Sister M. Florina, treasurer, and Mr. C. C. Sullivan, assistant secretary.

*Mary's Help Hospital* was organized on June 12, 1912. The hospital was built in 1906, but it was destroyed by fire before it was opened for patients. The organization was initiated by the Archdiocese of San Francisco and is managed and financed by Daughters of Charity of St. Vincent de Paul. The hospital contains 160 beds; the property is valued at \$160,000 and averages 25,000 visits yearly.

Most Rev. E. J. Hanna, D.D., is pres-

ident of the hospital and Sister Regina, R. N., is the efficient superintendent.

*Saint Luke's Hospital*, one of the older hospitals of the city, conducted under the auspices of the Episcopal Church, is administered by a retired officer of the Medical Corps of the U. S. Army, as it was thirty years ago by my friend, Colonel Middleton, also of that organization, which has supplied so many hospital administrators of the first rank to civilian hospitals throughout the United States. Dr. Howard Johnson is the director at the present time who, during his term of service, has made several additions and improvements to the hospital plant. St. Luke's holds a strategic position in the Mission district of San Francisco; conducts an active out-patient clinic, recording some 18,000 visits in 1929. The hospital has also an active surgical service.

*Mount Zion Hospital*, organized November 5, 1887, by prominent men of the Jewish Community, is managed and financed by a board of directors, receiving aid from the Community Chest and from the Jewish Board of Charities. The hospital has 177 beds and averages 33,000 visits yearly. Its property is valued at \$50,000. Mr. Berthold Guggenheimer is president of the board and Mr. A. G. Saxe, superintendent.

*Franklin Hospital*, a private benevolent institution, organized in 1854 by the German General Benevolent Society, is managed and financed by dues from members, benevolences and bequests. Dr.

# FIELD-ERNST ENVELOPE CO.

## *Envelope Manufacturers*

45 FREMONT ST.

Telephone  
DA venport 1720

SAN FRANCISCO

# California Barrell Company, Ltd.

*Established 1883*

433 CALIFORNIA STREET, SAN FRANCISCO, CALIF.

*Quality Cooperage*

BARRELS, BARREL SHOOKS, KEGS, PAILS, KITS

Oak, Spruce, California Hard Douglas Fir

Cable Address: "KOSTER"  
Codes: ACME — BENTLEY'S — WESTERN UNION

W. Loewy is president, and Dr. Adolph Rosenthal, director.

The French Hospital, organized in 1851 by a group of French gentlemen, who felt the necessity of an institution to minister to the unfortunates who were in need of medical and surgical attention, and who were unable to meet its cost financially, pioneers and miners of the early days being its first beneficiaries.

The organization was instituted by the French Mutual Benevolent Society and the first hospital was a modest apartment on Jackson Street in the vicinity of Mason. In 1839, land was purchased at Bryant and Fifth streets, where a two-story brick building was erected. In 1887, the present site on Geary Street was procured and the nucleus of the present buildings started. The hospital is operated through a board of directors of the French Benevolent Society and has accommodations for 220 patients. The number of visits to the out-patient department in 1929 was 15,000. The investment is estimated to be worth \$797,826. Paul Manciet is president and V. W. Olney is superintendent.

The Children's Hospital or Hospital For Children and Training School For Nurses is one of the oldest and now also one of the largest hospitals of the city. It has an interesting history. Its inception dates back to the year 1875, when, to be accurate, on March 23 the first step was taken toward its present accomplishment. At 509 Taylor Street the Pacific Dispensary was opened; then to 201½ Stockton Street and later to 228 Post Street. The growth and expansion of the hospital as it had now grown to be, caused its migration. The names of Dr. Charlotte Brown and Martha Bucknall are closely associated with this early movement, when a little later the names of Dr. Chas. Von Hoffman and Dr. Harry Sherman became intimately identified with the hospital and its work. The memory of these illustrious names will never fade in the historic annals of the Children's Hospital nor of those of the city of San Francisco. In 1885 the present site of the hospital was secured and in 1889 the "Alexander Maternity," as it was known, was built and furnished by Mrs. C. B. Alexander. Later addition to the building was identified with the name of Mrs. John Merrill and a host of others of the most prominent ladies of San Francisco, many

of whom were banded under the name of the Auxiliary of the Children's Hospital and in 1922 Mrs. Henry S. Kiersted became its president and Dr. James Bird Cutter the medical director, and during the following seven years its present administration was established. Three years ago, stimulated by the great personal interest of Mrs. John Merrill and led by Mrs. Walter Martin as chairman of the building committee, celebrating the fiftieth anniversary of the founding of the hospital, the addition of a west wing to supply modern facilities for the maternity department was undertaken and one year later was thrown open to the public at a cost of a half million dollars, and under the leadership of Dr. Elizabeth Keyes as chief of maternity the department is fast gaining the leading position in San Francisco as a strictly modern obstetrical service.

During the year 1929 the record of patients' days reached the considerable figure of 68,915 and the out-patient service the number of 24,329. The cost of operation amounts to the sum of \$500,000 and the free work done to the sum of \$114,000. The president is now Miss Emily Carolan.

The Shriners' Hospital of San Francisco was organized in 1923 by the Ancient Arabic Order, Nobles of the Mystic Shrine, who manage and finance it. It numbers 60 beds and totaled 2314 visits last year. John D. Gilvray is chairman and Gertrude R. Folendorf is superintendent.

The Chinese Hospital of San Francisco

was organized in November, 1923, and occupies a new and thoroughly modern hospital building at 835 Jackson Street. It was started by the fifteen organizations of San Francisco Chinatown, which represents the entire Chinese community of the city. It was financed by donations and subscriptions and an endowment fund of \$200,000 is now being raised. It numbers 54 beds. President of the board is Hom Chang and Mr. Perry Yewton Ho is superintendent.

Saint Francis Hospital, as at present administered, is the outgrowth of the old St. Francis Hospital Company, or-

## Fast Passenger and Refrigerator Freight Service

North Pacific Ports to Europe  
NEW MOTORSHIPS  
"San Francisco" "Los Angeles"  
"Oakland" "Seattle" "Portland"  
CABIN and THIRD CLASS  
**HAMBURG-AMERICAN LINE**  
For Passage—574 Market Street  
or local agents  
For Freight—Sudden & Christensen  
310 Sansome 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"

P.O.Box 2206 Phone CHina 0046

## Ti Hang Lung & Co.

IMPORTERS AND EXPORTERS

Wholesale and Retail Dealers in  
Rice, Nut Oil, Starch, Sugar,  
Teas, Groceries, Etc.

846 GRANT AVENUE  
San Francisco, Calif.

## SACRAMENTO

Leave 6:30 p.m., Daily Except Sunday  
"DeltaKing" "DeltaQueen"



One Way \$1.80. Round Trip \$3.00  
De Luxe Hotel Service

THE CALIFORNIA TRANSPORTATION COMPANY  
Pier No. 3 — Phone SUtter 3880

## mitsui & COMPANY LIMITED

(Mitsui Bussan Kaisha, Ltd.)

Cable Address: "MITSUI"

GENERAL IMPORTERS EXPORTERS

COAL SUPPLIERS SHIP OPERATORS  
SHIP OWNERS SHIP BUILDERS  
ETC.

Head Office: TOKIO, JAPAN

San Francisco Office:  
301 MERCHANTS EXCHANGE BLDG.  
Branches—New York, Seattle, Portland and all other important business centers of the world

YOU ARE INVITED TO VISIT



549 MARKET STREET, SAN FRANCISCO  
EXHIBITS OF COMMERCIAL ARTICLES  
MADE IN JAPAN  
FREE COMMERCIAL SERVICES BETWEEN  
U. S. A. AND JAPAN  
(Maintained by Japanese Government)

ganized in June, 1904, by W. C. Webb, Edwin Schwab, W. S. Downing, S. C. Rilea, S. Moulton and the original stockholders with the above organizers, were F. K. Ainsworth, W. B. Coffey, John Galloway, Henry Ohlandt, Wallace I. Terry, J. H. O'Connor, S. J. Gardner, Redmond Payne, M. O. Austin, James D. Murphy and John J. O'Connor. A corporation capitalized at \$1,125,000, stock being held by practicing physicians and dentists, and had a board of nine directors and a managing director. It is a self-supporting institution, paying quarterly dividends to the stockholders. It numbers 300 beds, averages 16,746 visits and the present investment and endowments are valued at \$1,847,412.84. John H. Graves, M. D., is president, and L. B. Rogers, M. D., managing director.

*Dante Sanatorium* is the outgrowth of the old Adler Sanatorium, so successfully conducted for so many years by Mrs. A. A. Adler. The hospital recently greatly augmented by new and pretentious additional wings, is situated at the corner of Van Ness Avenue and Broadway. It was organized as at present in October, 1921, by the Italian Hospital and Benevolent Association. Has 135 beds, no out-patient department nor endowments. Its property is valued at \$1,125,000. The president and directors change each year. Edward A. Trenkle is superintendent.

*Green's Eye Hospital* is an institution filling a peculiar need in the family of hospitals in San Francisco. A beautiful and suitable building was erected and opened in June, 1928, by the Doctors Green. Since then they have averaged 15 patients a day and the total visits for the year aggregate 4287.

*The Morton Hospital*, owned and managed by Dr. A. W. Morton, occupies a beautiful hospital building, admirably suited to the purpose on Pine Street. The property is valued in the neighborhood of \$400,000 and numbers 100 beds.

*Sutter Hospital* was started in November 14, 1927, by the Doctors Jacobs, and is conveniently located on Sutter Street near Polk. It has been thoroughly arranged and equipped in the most modern manner, and is admirably conducted as an institution especially providing for that special service now so largely developed, industrial surgery. It has 60 beds and averages 15,000 visits a year.

*The Southern Pacific Hospital*, as a

great industrial institution, stands in a class by itself. It is the central hospital situated in San Francisco, for the medical service of the Southern Pacific Railway, the Pacific System, numbering upward of 100,000 employees, all of whom are eligible to enter the hospital for medical or surgical care. The medical department includes in its personnel some 700 local physicians, division and general surgeons, of whom Dr. W. B. Coffey, of the Coffey-Humber cancer extract fame, is chief surgeon, and Mr. Logan, Eib, manager of the hospital department. The present beautiful and convenient plant is the direct outcome of the genius and devotion of the late Dr. Frank K. Ainsworth, who unstintingly devoted his energies and his life to the upbuilding of the noble institution which stands as a monument to his illustrious name. Dr. Frank K. Ainsworth was a hospital organizer and executive of unique qualifications, and shared with his brother, General Ainsworth, of the adjutant general's department of the United States Army, the virtue of these talents in a very marked degree. My personal relations with Dr. Ainsworth for a period of some three years as executive surgeon of the Southern Pacific General Hospital, was a marked epoch in thirty years of hospital administration.

The hospital is admirably located at the entrance of Golden Gate Park and was erected some twenty years ago under the personal supervision of Dr. Ainsworth himself. I have frequently heard him say that he practically inspected every brick that entered into its construction. No detail was too small to engage Dr. Ainsworth's most meticulous attention, with the result that both the institution over which he so long presided as well as the hospital plant and its personnel, reached a degree of perfection before unequalled in the history of hospitals in this country at the period of Dr. Ainsworth's activity. The present building numbers some 200 beds, and is at the present time undergoing extensive enlargement and improvement, adding about one-third to its capacity.

Such is an outline of the hospitals of San Francisco, all too sketchily presented, yet covering the most important community institutional entity of which a city may boast, for as one has said, "The hospital dignifies human life."

## H O T E L

# Sir Francis Drake

San Francisco



**Entertaining Business  
Friends Effectively  
Accomplished**

IN

### Main Dining Salon:

Luncheon - \$1.00  
Dinner - 2.00

### Coffee Shop:

Luncheon - 50c & 65c  
Dinner - \$1.00  
also a la carte

**Superb Banquet Service for All Business Occasions**

**Spacious Conference and Committee Rooms**

**600 Luxurious Guest-Rooms**

From: \$3.50

**Garage in Hotel Building with Elevator Service to all Floors**

**L. W. HUCKINS  
Managing Director**

# REALTORS



**COLDWELL, CORNWALL & BANKER**

SAN FRANCISCO

OAKLAND

LOS ANGELES

# San Francisco of the Pacific

[continued from page 118]

cal machinery, apparatus and supplies, paper boxes, planing mill supplies, structural and ornamental iron work, steel and wooden ship and boat building, millinery and lace goods, butter and cheese, condensed milk and evaporated milk, paints and varnishes, and rice cleaning and polishing.

There is every reason to believe that the printing and publishing business in San Francisco will expand to a great degree. The time will come when many of our great national publications will be printed here principally because there is a great printing industry already built here and because San Francisco's central location serves more population centers than any other point on the Pacific Coast. We may expect here, too, manufacturing with silk. We may expect wool and cotton clothing and sportswear here. Each year sees vacation seasons of summer and winter bring nearly one million out-of-state visitors creating surplus purchasing power beyond local consumer demand.

Rivalry for industries and the growth of ports on San Francisco Bay should give way to friendly co-operation as has taken place in New York. We have here problems that still confront New York in the water barriers to growth that in themselves choke off needed radial systems for highways and rail lines. This we are meeting with bridges with private enterprise leading the way.

In New York harbor development was met with a more difficult problem of state lines. There is some 483 miles of waterfront that in the main is loosely termed New York harbor. There is, however, only 277 miles of this in New York proper and 206 miles in New Jersey. Today the New York and New Jersey port authority controls all of this waterfront. There is in San Francisco Bay some 232 miles of waterfront. In San Francisco proper on the peninsula shoreline some 62 miles of waterfront. On the east side of the bay there is 84 miles. In addition we have the undeveloped northern shoreline of the bay with 86 miles of potential waterfront.

There will need to be some broad-gauged thinking in the matter of future harbor development along these shores of the bay. New York found herself confronted with cities along the New Jersey waterfront erecting municipal docks to compete with the present harbor instead of towards promoting a well-balanced region about the central community and in combination with existing port facilities.

Private enterprise sees ahead with San Francisco, and their programs sharply indicate the future development that is to take place on the shores of the bay. If we take a map of the bay region and lay thereon the new high tension power lines, dot in the steam power plants, lay in the natural gas lines and then sketch in the projected rail facilities that seek entrance here we would see a heavy con-

vergence up the peninsula ending in a ganglion-snarl of concentrated power and transportation systems for the future industrial development that is San Francisco's destiny. We should see other lines equally heavy converging in Oakland and leading on to a terminus at Richmond. The fact finders of the committee of Forty-Nine of the San Francisco Bay Metropolitan Area will soon show these things as facts in convincing chart form.

Of all the factors, however, growing in present-day realism that will maintain our position dominantly above in leadership is the rapidly developing Pacific era. Back of this is tradition or history, whichever way you wish to term it. Again we seem to follow in the steps of development that New York has taken. Most significant, however, in the light of the present trend is that here on the Pacific foreign trade is rapidly gaining in volume of trade and ship tonnage while since 1890 the percentage of the nation's foreign trade passing through the port of New York has steadily declined. In early days both New York and San Francisco were foreign possessions, New York, a Dutch trading post, and San Francisco, a Spanish military post. In 1760 New York was surpassed in population by Boston and Philadelphia as San Francisco in the pre-gold days was surpassed by Monterey and San Diego. Both cities became world ports almost overnight within less than ten years of each other. New York became crowded with shipping between the years of 1840 and 1860, a period that has been termed the Golden Age of American shipping while we all know when San Francisco's Golden Age occurred. Railroad development followed New York's golden age as railroad development likewise followed California's golden age. And both golden ages and both railroad eras left in the respective cities a dominant leadership in

trade and finance and industry and courageous men.

Today we find New York engaged in placing in operation the findings of a regional survey that projects a plan for the growth of that city and its environs into 1965. At this point it is difficult to find a companion effort being carried on in the bay region. The Pacific era with all its complexities is with us. We shall have to stand and work without the guidance of our companion metropolis. San Francisco today is definitely a leader on the Pacific by reason of her harbor, by reason of the 7800 ships that make this a home port, by reason of the 61,000,000 long tons of ocean-borne commerce, by reason of the \$390,000,000 in foreign trade and the highest per tonnage value of all cargoes among Pacific Coast ports.

## RUSSELL, MILLER & CO.

Members

New York Stock Exchange  
New York Curb Exchange



1800 RUSS BUILDING  
San Francisco

Telephone  
DO uglas 7270

—o—  
Main Office  
50 BROADWAY  
New York

—o—  
PRIVATE WIRES

## 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 105,500,000

EXPORTERS and IMPORTERS are  
invited to avail themselves of our  
services, especially with the Orient

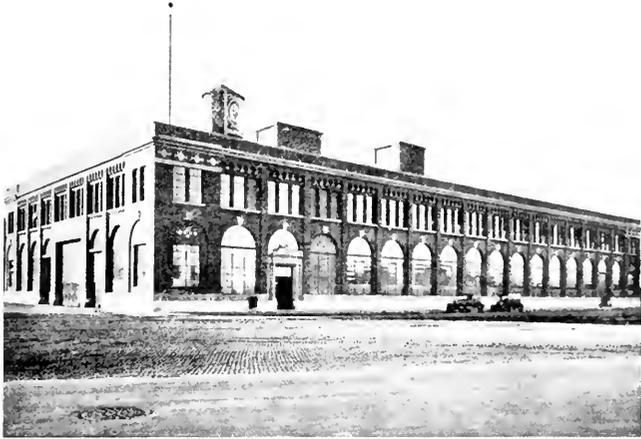
SAN FRANCISCO BRANCH

415-429 SANSOME STREET

Y. NOGUCHI, Manager

# OTIS ELEVATOR COMPANY

An industry closely allied with the development of the Pacific Coast, owning the property and buildings which it occupies in the principal Coast Cities and maintaining permanent organizations and service establishments therein.

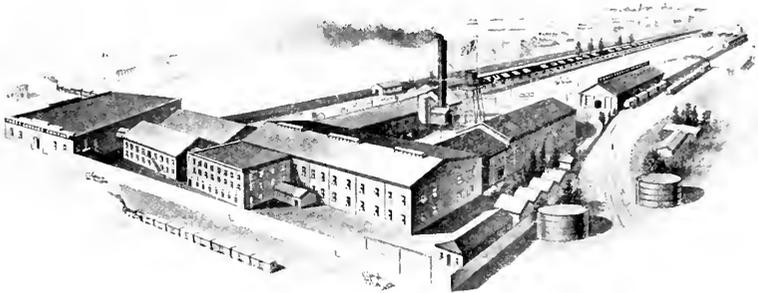


Main Executive Office and Plant for the Pacific Coast

OTIS ELEVATOR BUILDING

SAN FRANCISCO, CALIFORNIA

# ROPE AND TWINES



SAN FRANCISCO MILL at 22nd and IOWA STREETS, SINCE 1856

# TUBBS CORDAGE COMPANY

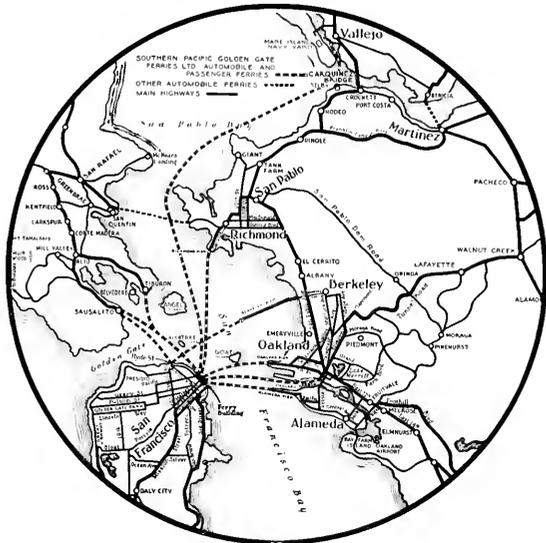
SAN FRANCISCO, CALIFORNIA

200 BUSH STREET — GARfield 0927

# 9 ROUTES FROM SAN FRANCISCO

*Fast Boats . . . Frequent Service*

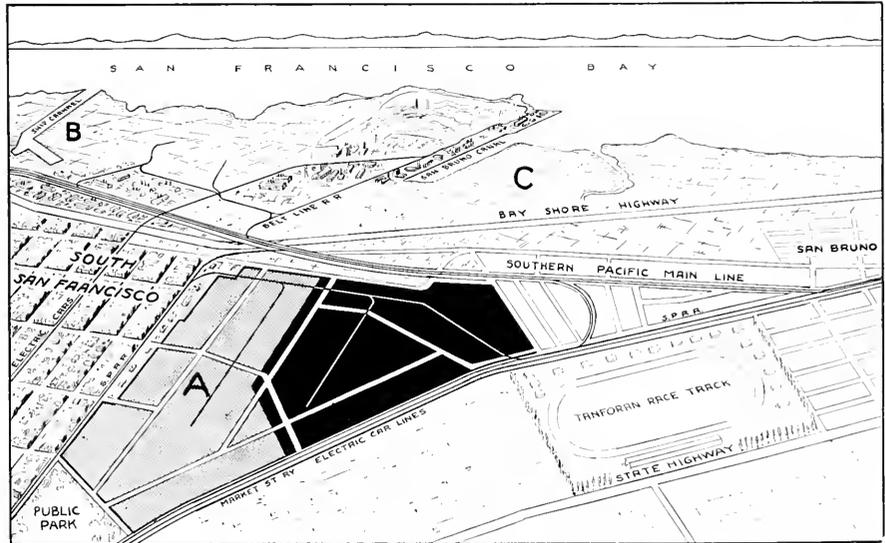
1. HYDE STREET FERRY BUILDING TO SAUSALITO
2. NORTH END FERRY BUILDING TO SAUSALITO
3. NORTH END FERRY BUILDING TO TIBURON
4. HYDE STREET FERRY BUILDING TO BERKELEY
5. NORTH END FERRY BUILDING TO VALLEJO



6. NORTH END FERRY BUILDING TO RICHMOND
7. SOUTH END FERRY BUILDING TO OAKLAND PIER
8. SOUTH END FERRY BUILDING TO OAKLAND BROADWAY
9. SOUTH END FERRY BUILDING TO ALAMEDA

**SOUTHERN PACIFIC GOLDEN GATE FERRIES, LTD.**

## NEW 100 ACRE INDUSTRIAL TRACT IN SAN FRANCISCO SWITCHING LIMITS



Map shows newly developed 100 Acre Tract in black and planned expansion of adjoining tract marked "A." Districts "B" and "C" contain 500 Acres susceptible of economic development for industries requiring acreage and deep water to accommodate shipping.

**SOUTH SAN FRANCISCO LAND AND IMPROVEMENT COMPANY**  
 Merchants Exchange Building - San Francisco, California

# D.N.&E. WALTER & CO.

Wholesale "Since 1858"

IMPORTERS ~ EXPORTERS

Floor Coverings—Bedding Supplies—Draperies—Window Shades

## ORIENTAL RUGS



**SAN FRANCISCO: 562-72 Mission Street**

LOS ANGELES  
508 E. Eighth St.

PORTLAND  
42 Fifth St.

SEATTLE  
808-12 Howell St.

SPOKANE  
S. 7 Washington St.

# CYCLOPS IRON WORKS

ESTABLISHED 1873

*(Manufacturers of: Automatic Controls for Refrigerating Machinery, Refrigerating and Ice-Making Machinery, Cranes—all types and capacities)*

### Refrigeration Division

- CYCLOPS Self Contained Units— $\frac{1}{4}$  to 2 tons capacity.
- CYCLOPS Enclosed Type Compressor— $\frac{1}{2}$  to 20 tons capacity.
- CYCLOPS Moderate Speed Horizontal Double Acting Compressors—20 to 100 tons capacity.
- CYCLOPS Slow Speed Heavy Duty Horizontal Double Acme Compressors—20 to 300 tons capacity.
- Consulting Engineers or Estimates supplied on request.
- Bulletins furnished on request covering details of all types of equipment.

### Crane Division

All Types of Cranes for any required capacity. Clearance Diagrams, Consultation, Specifications or Estimates on request.

### Automatic Controls

For CYCLOPS Refrigerating Machinery that is designed and built for the required purpose.

Factory Representatives maintained in Sacramento, Oakland, San Jose and Fresno, Cal.

Sales Agencies in Los Angeles, Cal.; Portland, Ore.; Seattle, Wash.; Vancouver, B. C.; and New Zealand.

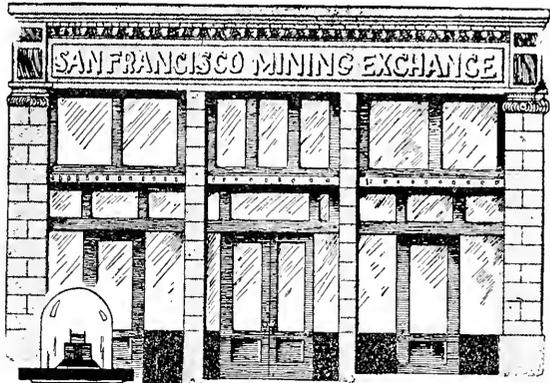
**General Offices and Factory: 837-847 Folsom Street, San Francisco**

Cable Address: CYCLOPS - San Francisco

Codes Used: A B C — Bentley's — Western Union

# Demand for Gold

again turns  
the attention  
of the  
financial world  
to California's  
auriferous hills  
and ancient  
river channels



## *Mining Center of the West.*

The famous San Francisco Mining Exchange, which has recorded the changing values of Western mining stocks since pony express days, has moved across the street to its new home.

For 67 years this pioneer exchange has reflected the first news of every boom and rich strike for the benefit of investors. It has grown in importance as the mining West has developed, until yearly transactions run into the millions. And today it is the focal point of mining west of the Rockies.

Increased facilities in the new quarters will prove of comfort and advantage to customers.

THE mining industry is confronted with the task of supplying a world-wide need for increased stocks of new gold. The precious yellow metal admittedly is scarce and nations are viewing with concern the failure of production to keep pace with demand. Stimulation of the mining industry is the solution of the problem and the West is depended upon in large measure to lead in the search for the buried treasure. Progress of the revival of mining enterprise in California may be watched in daily activities on the San Francisco Mining Exchange, the headquarters of mining in the West.

## SAN FRANCISCO MINING EXCHANGE

327 BUSH STREET



---

The Symbol of Craftsmanship in

# Fabricated Steel Products

Western Pipe & Steel Co.  
of California

SAN FRANCISCO, LOS ANGELES  
FRESNO • TAFT • PHOENIX

"Quality"

---

# H. MOFFAT CO.

*and Affiliated Companies*

**HENRY LEVY COMPANY  
UNION SHEEP COMPANY**

*Wholesale Butchers*

Raisers of and Dealers in Cattle,  
Calves, Sheep and Lambs  
Wool Pullers



EXECUTIVE OFFICES :

**Crocker First National Bank Building**

Telephone GARfield 4633



ABATTOIRS AND GENERAL PLANT:

**Arthur Avenue and Third Street**

Telephone ATwater 0700



**San Francisco, Calif.**

# LEAD



*Sheet Lead*  
*Lead Pipe*  
*Pig Lead*  
*Calking Lead*

Lead Burning Contractors  
Builders of  
"Steelead" Skylights

**BUNKER HILL SMELTER**  
**NORTHWEST LEAD COMPANY**

Crocker Building, San Francisco

Seattle	Oakland
Spokane	Los Angeles
Salt Lake City	Sacramento
	San Diego

# San Francisco Business

ME XX

MAY 21, 1930

NUMBER 21

## H. Threlkeld Elected J.C. President

### Membership Selects Twenty-one Directors At Annual Election

THRELKELD, known among the members as "Threk," was elected president of the San Francisco Junior Chamber of Commerce in a meeting of the old and new boards of directors held May 11.

Threlkeld was first vice-president of the organization during the past year and played an important role in the chamber achievements since its inception. He is manager of the Threlkeld Compressing Company.

In response to his election Threlkeld made the following remarks:

"The Junior Chamber of Commerce, which we are all so vitally interested in, is now nearing the completion of its third year and is one of the recognized factors in the affairs of San Francisco. This has been made possible by the untiring work and efforts of our past presidents, our Boards of Directors, our committee members and so by the loyal support of our membership.

"At right here I cannot help but mention the loyal support of the San Francisco press in giving the necessary publicity to our projects. This is not only enlisted public interest, but has stimulated all of us to our best efforts even sometimes, I think at the sacrifice of our own personal interests. My sincere hope is that we will all be able to team up together and do our best for the mutual interests of San Francisco."

Folger was elected first vice-president and chairman of the Executive Committee, succeeding Threlkeld. Wilson was chosen second vice-president and chairman of the Finance Committee. Daniel W. Evans, third vice-president. Frank A. King was reappointed manager, and Walter Reimers was again as his assistant.

### BOARD ELECTED

At the regular annual general election on May 13 the following members were elected to serve on the Board of Directors for the following year:

- H. Berendsen, Hinz & Landt, H. L. Brawner, W. P. Fuller & Co., D. M. Brown, Jr., Edw. Brown & Edward H. Clark, Jr., Bancamerica Corp.; Robert B. Coons, Newell, Coakley & Co.; Lloyd W. Dinkelspiel, Thorne, Chalmers G. Graham, Chalkom & Graham, John J. Heffer, Ewert & Hill; Robert M. Levison, Co Bros.; Emile D. Maloney, Pacific Telephone and Telegraph Company; H. B. Mitau, Schwabacher-Frey Stationery Co.; Herbert H. Mitchell, Kennerly & Bosch Company; Britton Rex Wright Flying Service; Frederic Cooley, Cooley, Crowley & Gallagher; J. J. Tynan, Jr., Air Ferries, Ltd.; Archibald von Adelung, Blake, Moffitt & Sidney G. Walton, Matson Navigation Company.

Attention has been directed to the wide range of business and professional services represented on the new board. The nominating Committee made its selection with the intent to bring to the Junior Chamber the ideas and cooperation in many fields of endeavor that will advance the progress of the San Francisco organization.



Members of the incoming and outgoing boards of directors of the San Francisco Junior Chamber of Commerce. New members are indicated by two stars after their names, and retiring members by one star. Standing left to right, F. A. King, secretary; Mitchell; Thomas Lark, Jr.; D. W. Evans, Ferd Marwedel; William Jason, Jr.; Alex Young, Jr.; Sydney Walton; seated, H. B. Given, Jr.; Frederic Supple, Britton Rex; Martin Mitau, Fred Mahr; J. J. Hefferman, Gano Baker; Robert Coons, Lloyd Berendsen, Lloyd H. Esberg, Jr.; J. J. Tynan, Jr.; absent, Lloyd Dinkelspiel, Wilson Meyer, Arthur M. Brown, Jr., Edward Clark, Jr.; A. H. Brawner; Robert M. Levison.

### President Brown Issues Impressive Report on Year's Accomplishments

MEMBERS of the Junior Chamber of Commerce: The past year of the life of our organization has been a reasonable success. Such recognition as the organization has attained has been due primarily to the splendid spirit shown by the chairmen and members of committees, in whose hands have rested projects which the Junior Chamber has undertaken. That due credit may be given where it is in such full measure due, your president will report on the year's program using as subdivisions the functions of the various committees which have been established during the fiscal period.

### STANDING COMMITTEES ON ORGANIZATION

Everything must have a skeleton to support its component parts. The skeleton upon which the Junior Chamber is hung, is composed of six committees on organization, being membership, finance committees, program, publicity and executive. Most important to the life of our body is the membership committee. During the past year this all important function has been entrusted, first to Ralph Grady, whose activities as the chairman were terminated with his undertaking a mission to South America for the firm with which he was connected. His place was filled most acceptably by Ferd Marwedel, who, for the latter half of our year carried on the duties of the committee in splendid fashion. That this little group did its job well is attested to by the membership figures. The beginning of our fiscal year, we had 662 members, on May 1, 1930, 800 members. There were 222 new memberships secured, 81 unavoidable resignations, a net gain of 138.

A hard working committee and one whose efforts are perhaps least appreciated of all is that group in charge of finance. At the beginning of the year, under Chairman James A. Folger, the committee laid out a budget to be the

guide for expenditures for our organization during the twelve-month period. That this was well done is attested to by the fact that on May 1st, comparison of actual with projected expenditures showed a small surplus in the treasury which will be passed on to the incoming officers and directors. Much forethought and study was needed to attain this eminently satisfactory result, and those in charge of our funds are to be congratulated.

The committee on committees charged as it was with the selection of the person-

of our year's program were entrusted to the capable hands of D. W. Evans, Jr. His acceptance of the chairmanship of the program committee assured a full and assorted schedule of meetings. Among the high lights of our year's calendar were the following:

On January 8, 1930, the annual Junior Chamber of Commerce dinner was held at the Press Club. On February 11, 1930, the Junior Chamber was signally honored by being asked to sponsor the opening luncheon of the San Francisco Community Chest. This formal dedication, and the pledging of many civic groups was a conspicuous success, and the speakers arranged for by the program committee were many and eloquent. Community Chest officers assured us subsequently that the dedicating function did all and more than was expected by them. On March 18th, V. R. Jacobs of the Goodyear Zeppelin Corporation was entertained by our body in cooperation with the senior Chamber of Commerce and San Francisco Commercial Club.

Perhaps, however, the most successful of all of our formal events was the entertainment accorded to the provisional wing of the United States Army Air Corps on April 19, 1930—at the banquet tendered to these distinguished guests at the Fairmont Hotel. On that evening the Junior Chamber in cooperation with officers of the city of San Francisco welcomed the flyers, and in some small way tendered the hospitality of our city in an all too meagre return for the splendid performance they had afforded us during the day.

### PUBLICITY WORK OUTSTANDING

Another important group which performed its duties well during the year was

[ continued on page 2 ]

### Congratulations!

The San Francisco Junior Chamber wishes to congratulate its Oakland friends on the founding of the Oakland Junior Chamber of Commerce Outlook, the initial issue of which appeared April 30, 1930, under the editorship of Alfred E. Hopkins.

nel to whom we entrusted all of the varied activities of our body function ably under Milton Esberg, Jr., as chairman. The original committee structure and the subsequent changes were most difficult to put together and maintain properly. Committee chairmen generally were well pleased with the men assigned to their particular groups. The successful completion of many important jobs is a silent tribute to the efficiency of the work of this committee.

### PROGRAM COMMITTEE PRAISED

In order to retain to the fullest extent the interest of our varied and widespread membership, the social and formal sides

San Francisco  
 Civic Center  
 Free Public Library

[ San Francisco Junior Chamber of Commerce Issue ]

MAY 21, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

Published once each month as the San Francisco Junior Chamber of Commerce Issue of San Francisco Business at 211 Merchants Exchange Building, San Francisco, California.

Editor - ROBERT COONS
Associate Editors

Theodore Brower T. E. Connolly John Gompertz Lewis Reynolds
Chairman, Publicity Committee - H. R. Given, Jr.

Officers of the San Francisco Junior Chamber of Commerce
President - A. M. BROWN, JR.
Vice-President - J. H. Threlkeld
Secretary - J. A. Folger
Treasurer - Walter Heimers, Ass't Secretary-Manager

Directors
Gano R. Baker, Lloyd H. Berendsen, A. M. Brown, Jr., R. B. Coons, Lloyd W. Dinkelspiel, Milton H. Esberg, Jr., Daniel W. Evans, J. A. Folger, H. R. Given, Jr., John J. Heffernan, W. E. Jason, Jr., Thomas Larko, Jr., Fred Mahr, Ferd Marwedel, Wilson Meyer, Martin S. Mitau, Porter Sesson, Frederic E. Supple, J. H. Threlkeld, J. J. Tynan, Jr., Alex J. Young, Jr.

OBSERVATIONS

"Doubting Thomases" cannot conceivably absorb the final report of President A. M. Brown, Jr., without being deeply impressed with the imposing record of achievement it contains. The most laudatory congratulations are due Merrill, his board, and his committeemen, for presenting the Junior Chamber with its banner year. Only a man of the qualifications and abilities of President-elect J. H. Threlkeld, could hope to carry on at the same terrific pace. The entire membership of the Junior Chamber pledges him full support and wishes him the success his past accomplishments prophesy.

A year ago this week we were requested by the Board of Directors to issue a Junior Chamber of Commerce publication. In June the membership received a miniature paper known as The Junior Chamber of Commerce Bulletin. It boldly solicited criticism and suggestions. After some days of fear and trembling it received both in generous measure. Heads went together in consultation and, by means of the generous and interested cooperation of the Senior Chamber, experimented by issuing one number of San Francisco Business as the Official Organ of the Junior Chamber. The new publication was hefted by both organizations and shortly established itself as the regular news outlet of the Junior Chamber. Its evolution is typical of the growth and development of what is now a powerful organization making itself vitally felt for the good of San Francisco. We take this opportunity of expressing appreciation to the many contributors, to the Publicity Committee, and to the Senior Chamber sponsors for their wholehearted support and indispensable assistance through the past year. To the succeeding staff we wish not only the same measure of pleasure that has been ours, but greater success.

President Brown Issues Impressive Report on Year's Accomplishments

The committee on publicity under Chairman H. R. Given, Jr. The publicity for the previous fiscal year totalled 5395 column inches as compared to 13,575 during 1929-30. Our committee really achieved the astounding total of 81 pages of space in the metropolitan newspapers or nearly a quarter of a page per day during the year. In the report of the publicity committee, they suggest that the Junior Chamber of Commerce give serious consideration to the employment of a paid publicity man on our staff during the next year. Your president passes on this recommendation to the incoming Board of Directors without comment. Under the heading of the Publicity Committee year, this report would not be complete unless we mentioned the fact that the Senior Chamber is now giving the Junior Chamber one issue each month "SAN FRANCISCO BUSINESS," the official publication of the San Francisco Chamber of Commerce under the editorial direction of Robert Coons. The editorial staff is fully entitled to the tributes that have been paid to them and their work well merits continuation.

Mention of the continuing committees of organization should also include the hard working executive committee which under the able direction of J. H. Threlkeld has held weekly meetings during the entire year. All projects undertaken by the Junior Chamber have passed through the executive committee's hands and under their careful scrutiny. The success

which our organization has experienced has been in considerable measure due to their careful guidance.

STANDING COMMITTEES OF JUNIOR CHAMBER OF COMMERCE EXCLUSIVE FIELDS

At the first of this fiscal year after a conference with the Senior body it was decided to release to the Junior Chamber four major fields of activities. These were Aviation, Fire Prevention, Sports and Radio. With this in mind, the Board of Directors, concurrently established committees to control and direct activities in these divisions. Each of these committees did its job well. Perhaps the outstanding performance of the year was that of the Aviation Committee under Chairman Fred Supple and priorly under Chairman V. M. Moir. The first achievement of this committee was bringing to the San Francisco Bay Region the Army Air Bases; the base proper to be located at Alameda, and the bombing school base in Marin County. While full credit for this splendid result lies elsewhere and must be rightfully attributed to the San Francisco Bay Region Army Air Base Committee, yet the original project was the Junior Chamber's. In recognition of this fact, the chairman of our Aeronautics Committee was also made chairman of the last mentioned organization. With the Junior Chamber's successful efforts to coordinate the entire bay region as a unit in the securing of this extensive development by the Army for our area, victory was eventually achieved.

The second major function of the Junior Chamber's Aviation Committee is the struggle to bring to the bay territory the Navy Dirigible Air Base. Very much the

same tactics have been utilized in this work that proved so successful in the case of the Army Air Base. With the coordination and collaboration of a great many of the Chambers of Commerce and other civic bodies in the region around San Francisco, the site of Sunnyvale has been favorably considered by the Naval authorities. At the time of writing this report a delegation has been sent to Washington to discuss with members of the House of Representatives, Naval Affairs Committee, and officers of the Navy itself the advisability of the San Francisco Bay location for the base. Choice is now narrowed down to our site and one competing possibility. Members of the delegation are most sanguine of the result. The Aeronautics Committee is entitled to full credit for the results which have been achieved thus far.

FIRE PREVENTION ACHIEVEMENTS

Another standing committee of the Junior Chamber is that on Fire Prevention. Among the principal activities of this committee during the year have been the increasing of the personnel of the Fire Prevention Bureau of the city from 11 to 18 members, this following an increase last year from three to eleven members, makes a really worthwhile achievement. Many improvements have been encouraged in the San Francisco Fire Department through the activities of this committee, and its chairmen, first Thomas Larko, after whose resignation due to pressure of business affairs, the work has been ably continued by Robert Levison. Among the changes effected are full apparatus response to telephone alarms; inspection of buildings in their territory by Fire Company Commanders; a start towards a fire college; including in the new budget now before the Board of Supervisors provisions for additional men at alarm system headquarters; two additional trucks carrying quick rising aerial ladders, and further extensions of the high-pressure system. In addition the Fire Prevention Committee has been instrumental in the observance of Fire Prevention Week, a nationwide celebration, locally. The most recent activity of the committee has been submission of a fire prevention ordinance properly approved by all the leading authorities on the subject. The committee chairman is most optimistic concerning the chances of the adopting of this important piece of legislation by the city.

The Sports Committee under the chairmanship of Lloyd Dinkelspiel has a real achievement to its credit in conjunction with cooperating members of the Municipal Affairs Committee, of which committee more later. The project was the financing of the proposed Sharp Park Municipal Golf Course. Twenty-five thousand dollars has been secured from the supervisors, and a definite promise of sufficient funds for an early completion of this new municipal enterprise. The Sports Committee also is working hard on the projected San Francisco Open Golf Tournament for which the definite dates of December 1 to 7, 1930, have been approved by the Professional Golfers Association. Much also has been done on bringing to San Francisco in 1932 the Olympic Games. Crew races, with Lake Merced as the proposed site. In addition the committee has during the year started a survey of sports facilities in our city and has already called attention to the inadequacy of provisions for basketball, baseball and tennis, and the advisability of the construction at an early date of a large stadium with a seating capacity of at least 125,000.

While this was the first year which the Junior Chamber of Commerce had a Radio Committee, yet this committee did well. Its chairman, Jack Heffernan divided much time to the functioning of his group, and has been able to report a successful sponsoring and execution of the San Francisco Atwater-Kent Audition. Other jobs undertaken by the Radio Com-

mittee were the broadcasting fires in the hope of reaching the Fire Department temporarily and the putting on the air of urgent messages from the Police Department in cases of emergency. The committee also sponsors of a luncheon tea. Radio Commissioner Harold LaFollette the year.

COMMITTEES CONTROLLING PROJECTS UNDER SUPERVISION OF SENIOR CHAMBER OF COMMERCE

In addition to these fields often released to the control of the Junior Chamber are activities over which the Senior Chamber of Commerce has control. First on this list is the Industrial Committee under the chairmanship of Walter Heimers. While the membership committee concerned itself to a considerable extent with the study of the problem, and much interest was entertained by the Senior body in cooperation with our elders as possible, yet they had under the direction "San Francisco Products Week." The purpose of this event was to draw the attention of every San Francisco resident to the number and diversity of the products manufactured in our city. To this end displays appropriate to the occasion were arranged in the principal stores, and much interest was excited in the way in which San Francisco manufacturers were thus called to the attention of the public. The putting on of "Products Week" was an arduous rather unappreciated job, and the members of the committee should be commended most heartily for the manner in which the work was done.

Another group working in conjunction with the Senior Chamber is the Municipal Affairs Committee. The chairman of this division is W. E. Jason, Jr. He has on its record for the year the initiation of the so-called "Trolley" the name by which the car on Pacific Avenue was affectionately known; the playing of a real part in bringing of the Curtiss Airport at San Francisco; the restoring of the S. F. Street Tunnel; in cooperation with the Sports Committee, the Sharp Golf Course, which we have already spoken of; operation with the Marine Committee which will be next mentioned, the "Bottle Neck" at the corner of Clay Street on the Embarkadero; the maintenance of a full fledged "bureau" for the promotion of the Junior Chamber of Commerce projects.

MARINE GROUP STARS

The Marine Committee mentioned has done as much as any other group our organization to bring the Junior Chamber to the forefront among shipping interests in San Francisco. Status is due entirely to the efforts of Chairman Wilson Meyer and his working crew. The putting over of "Harbor Day" on August 22nd was a man job, but a job well done. This task undertaken to attract the attention of the city to its waterfront, and was achieved in full measure. Strangely enough San Franciscans generally were not far with the problems concerning our harbor development; Harbor Day has done much in education along this line. The Marine Committee has also been active in ways in the reception of new fleets of yachts to San Francisco Bay, such as the "Pennsylvania," "Asama," "Empress of Australia," and many others. The committee is also working on many other projects including the establishment of a traffic manager for Harbor Commissions, and the construction of a terminal for perishable commodities on the harbor. Space does not permit a full record of this committee's splendid program.

SPECIAL COMMITTEES

Last but not least in the Junior Chamber's program are the special committees which have been appointed from time to time to handle specific jobs

# FACTS and TRACKS



...director Tom Banman was in recently and attended the meeting board. Tom is now located in but keeps his San Francisco Junior membership very much alive.

...of the most interesting things the recent election of directors was that there was an increase of in the number of votes cast this year against last year.

...on Meyer is home again, this time in Los Angeles.

...a Bissinger of the Junior Chamber meeting the presentation of "Hi-Fi" now playing at the Columbia. It is, incidentally, a production worth taking in.

...ast card received last week of Carl Grady who was in Costa Rica as part of an extensive tour of Central and South America. He sent his best regards to all his friends.

...annual dinner for both the old and new boards of directors was recently held in Bohemian Club.

...the looks of the picture we saw in the directors, we are glad that some of the chances are deceitful. But then perhaps it was the morning after the banquet.

...one has known of the ability of the Reimers as a membership booster. They have realized his real talent as a speaker and story teller.

...e Henshaw of the Aeronautics Committee has changed his affiliation in the banking business to become a partner in the new firm of Brush, Sloan & Co.

...one present at the directors banquet regretted sincerely that our first president, Porter Sesnon, had to miss the banquet as he was called out of town at the moment by important business.

...stork has been rather busy of late on Artie Dunn and John Brooke, Jr., and fathers again.

## Increased Safety Aim of Fire Prevention Committee

The Fire Prevention Committee has closed a year of achievements of which they may well be proud. Headed by the Prevention Week last fall, the list of accomplishments includes their work in increasing the Fire Prevention Bureau from eleven to eighteen members; securing increased response to phone alarms by giving box alarms by the department and assuring continuous attention of each district by its captain. The committee is now working on the hazards at the county jail. These were investigated immediately following the fire at the Ohio Penitentiary which is a splendid example of the work of the committee.

## Welcome to New Members

The Junior Chamber welcomes the following new members who joined between April 12 and May 16:

- Stanley E. Allen, Standard Oil Co.; Edwin H. Blum, Tummy Yum; Lemerl V. Branson, 715 Bryant St. (manufacturer); Hugh J. Byrne, 233 Sansome St. (construction engineer); Richard H. Clark, Western Pipe & Steel Co.; Paul S. Cohn, 665 Powell St. (tobaccoist); Douglas M. Dunn, Bank of Italy; C. W. Eddy, The Envelope Corporation; Edward H. Harms, McCormick Steamship Co.; Sherman Kellogg, Rule & Sons; Clifton Mayne, Miles & Scott; Joseph C. Selz, Jr., Home Insurance Company; Maurice M. Smith, 1710 Hunter-Dulin Bldg. (insurance); C. B. Tomson, Western Pipe & Steel Co.

## Expression of Sympathy

It is with great regret that the Junior Chamber of Commerce learns of passing of Lloyd Dinkelspiel's father. The entire membership expresses deep sympathy to its director at this time of sorrow.

## President Brown Issues Impressive Report on Year's Accomplishments

[continued from page 2] this year. There has been a committee on Daylight Saving under the direction of Alex Young, Jr., which is working long and hard to bring this desirable change to San Francisco. As yet all that can be reported is progress, but we are hopeful that the next session of the State Legislature will produce a more concrete result. There is also a committee under the same chairman on the establishment of a Junior College in San Francisco. This committee has made an exhaustive study of the pro's and con's on this question but no definite result has yet been reported. A third committee was that which under the chairmanship of William Cathcart undertook the sponsoring of Light's Golden Jubilee, a celebration in recognition of the splendid work done by Thomas Alva Edison in the development of the use of electricity. This celebration took place on October 11 to 21, 1929, ending with Edison Day (his birthday), the last mentioned date commemorating the fiftieth anniversary of the discovery of the incandescent light. The celebration received widespread observance in San Francisco due to the efforts of our committee and aroused much favorable press comment.

## APPRECIATION EXPRESSED TO SENIOR CHAMBER

In this report your president would like to give recognition to many others, who, during the year have undertaken and completed varied tasks for the Junior Chamber, but this is not permissible within the limits of this document. My report would, however, not be complete without an expression of our sincere thanks to those members of the Senior Chamber who, by their word, example and spirit have given us on many occasions encouragement when it was most needed. Among these are President Almer Newhall and Vice-President Ward Mailford of our Senior organization. Also our appreciation should be expressed to Col. Allen Wright, and W. F. Benedict for their practical and unfailingly accurate advice. We should also not forget the splendid work done by our Secretaries D. H. Hughes, who left us during the year to go with the Senior Chamber as assistant to the president of that body, and his successor and our present officer, Frank King. The tasks of your president and your committee chairmen were made immeasurably lighter by the splendid work of these two men.

In closing this report of the president permit me to say that such success as we have achieved during the past year arises primarily from the fact that we have

# Foreign and Domestic TRADE TIPS

Inquiries concerning these opportunities should be made to the Foreign Trade Department of the San Francisco Chamber of Commerce, Department 5000, list numbers being given.

## FOREIGN TRADE TIPS

- 20112—Sports Shoes. Preston, England. Manufacturer of sports footwear is anxious to find a market locally.
- 20113—Furniture, Chinaware, Pottery. Gouda, Holland. Party wishes to communicate with importers of furniture, pottery, and China, also department stores and gift shops.
- 20114—Fruit Juice Agency. New York, N. Y. Firm desires to obtain the export agency of a canner of orange, lemon, grapefruit, and pineapple juices for Europe.
- 20115—Birds. Hot Springs, New Mexico. Party is in the market for imported song birds.
- 20116—Fruit Agency. San Francisco, Calif. A large Holland importer is seeking the agency for a packer of California fruits.
- 20117—Pickles. San Francisco, Calif. A manufacturer in Holland of pickled onions and cauliflower, and dill pickles wants to communicate with local pickle concerns.
- 20118—Iron and Steel. San Francisco, Calif. A Holland exporter of iron and steel products wishes to communicate with shipbuilders and steel concerns.
- 20119—Rice. Amsterdam, Holland. Company desires to make a connection with a rice broker to buy lots of rice for export.
- 20120—Tanning Extracts. San Francisco, Calif. Bank is seeking an agent for a large German exporter of tanning extracts.

## DOMESTIC TRADE TIPS

- D-3468—Projecting Machine. Racine, Wis. Concern manufacturing projecting machine wishes to contact reliable artist's supply concerns to handle their commodity.
- D-3469—Agents. Los Angeles, Calif. Firm anxious to establish agency here for the distribution of rotary engines and pumps. Jobbers of pumping machinery preferred.
- D-3470—Manufacturer. St. Paul, Minn. Party anxious to contact well established concern for the manufacture and sale of a new patented device.
- D-3471—Representative. San Francisco, Calif. Party would like to represent any concern who wishes to develop sales on the coast, and to whom a thorough knowledge of business and physical conditions would be of value along the line of merchandise and product.
- D-3472—Sales Representation. New York City. Well established manufacturers' agent is desirous of making connections with concerns interested in representation both in this country and South America.
- D-3473—Irrigation Device. Sacramento, Calif. Party anxious to secure a manufacturer to purchase the exclusive sales and manufacturing rights on a new surface irrigation device. Full details on file.
- D-3474—Lumber Tract. Indianapolis, Indiana. Party in the mar-

ked together as an organization. It is my feeling that the results attained by us are a recommendation for the Junior Chamber, and the principles which it has and I feel will continue to uphold. (Signed) A. M. BROWN, Jr.

ket for timber tract. Shipping facilities must be first class and timber on land must be of high quality. Strictly cash transaction.

## Specifications Available

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

For the construction of three barracks buildings, one administration building, and all roadways and utilities for same, complete, or as modified by the elimination of any items of this bid, at Schofield Barracks, T. H. Bids will be opened June 1, 1930, and are to be submitted to the War Department-Construction Division, Office of the Department Quartermaster, Fort Shafter, T. H. All specifications, blueprints, etc., on file at the Foreign Trade Department for a limited time.

Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, for furnishing subsistence supplies (onions and potatoes) to the Transport Wharf, Fort Mason, May 23, for delivery to Nicaragua, bids to be opened May 19; for furnishing labor and materials for the repairing and refinishing of furniture stored at Fort Mason, bids to be opened May 19; for supplying bran, strap and bridle leather to Dock Fort Mason, May 26, bids to be opened May 20; for furnishing hurlap, packing boxes, and lumber to Fort Mason by June 5, bids to be opened May 22.

## Transcontinental Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject list will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

For Distance	Rates
1250 miles and over	1200.....39c
1300 " " "	1250.....40c
1350 " " "	1300.....41c
1400 " " "	1350.....42c
1450 " " "	1400.....43c
1500 " " "	1450.....44c
1550 " " "	1500.....45c
1600 " " "	1550.....46c
1650 " " "	1600.....47c
1700 " " "	1650.....48c
1750 " " "	1700.....49c
1800 " " "	1750.....50c
1850 " " "	1800.....51c
1900 " " "	1850.....52c
1950 " " "	1900.....53c
2000 " " "	1950.....54c
2050 " " "	2000.....55c
2100 " " "	2050.....56c
2150 " " "	2100.....57c
2200 " " "	2150.....58c
2250 " " "	2200.....59c
2300 " " "	2250.....60c
2350 " " "	2300.....61c
2400 " " "	2350.....62c
2450 " " "	2400.....63c
2500 " " "	2450.....64c
2550 " " "	2500.....65c
2600 " " "	2550.....66c

11103—Steel nuts and clevises in mixed carloads with pole line construction material, westbound; Request for [continued on page 41]

## Transcontinental Freight Bureau Docket

[continued from page 3]

amendment of Item 2470 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to include steel nuts and clevises, subject to Item 858 of tariff.

11104—Application of rates from California to Houston & Brazos Valley Ry. stations, eastbound: Proposal to amend Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for application of Group "F" rates to Houston & Brazos Valley Ry. stations listed on Page 715 of Agent F. A. Leland's Official List of Open and Prepay Stations No. 43, Items 2451 to 2494, inclusive.

11105—Handles, wire (wire bails), with or without wooden grips or handholds and with or without metal fixtures attached, L.C.L. westbound: Request for amendment of Item 3075 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide that less carload rates named therein will apply on handles, wire (wire bails), with or without wooden grips or handholds and with or without metal fixtures attached.

11106—Enameled steel bathroom fixtures in mixed carloads with tile, westbound: Request for inclusion of enameled steel bathroom fixtures, such as soap dishes, tooth brush backs or trays, towel bars, etc., mixed carloads, in Item 5198 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

11107—Iron or steel studding, furring, cross clips and pins (No. 10 gauge wire, straight or bent, used for binding plasterboard to studding), L.C.L. westbound: Request for inclusion of these iron or steel articles in Item 3395 of Tariffs 1-H (I.C.C. Nos. 126, A-283, 2276 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

11108—Amyl alcohol, in tank cars, westbound: Request for amendment of Item 1196 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide that Group "B" rate of \$1.20 per 100 lbs. on amyl alcohol, in tank cars, will also apply on Belle, W. Va. (a Group "A" point).

11109—Carpets or carpeting, viz: cork, linoleum, felt base, etc., also oil cloth (other than floor oil cloth), felt or paper carpet lining, etc., L.C.L. westbound: Proposal to amend Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for proportional rate of \$1.26 per 100 lbs., min. weight 50,000 lbs., on linoleum and other articles as described in Item 1915 of the Tariff, from New York Ports of the Southern Pacific Atlantic Steamship Lines (Morgan Line) to New Orleans, La., or Galveston, Tex., T. & N. O. R. to El Paso, Tex., Southern Pacific Company to Phoenix, Ariz., rate to apply on traffic originating at Marcus Hook, Pa.

11110—Animal or poultry feed, including oat groats, CL. westbound: Request for amendment of Item 2610 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to include animal or poultry feed as described in Item 2015 of the tariff

11111—Fruits, melons and vegetables, CL, eastbound—Diversion or reconignment: Proposal to amend Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent) and Territorial Directory 40-A (I.C.C. Nos. 118, A-271, 2233 and 1229 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) as follows:

### TARIFF 2-Y

Add to Rule 1, Page 293, the following: Canadian Pacific Railway Company (Lines Port Arthur, Ont., and west thereof)—Winnipeg, Minn. (See note).

NOTE—Application only on shipments originating at and diverted to points in the United States via Noyes, Minn.

TERRITORIAL DIRECTORY NO. 40-A—Amend Routes 6B, 6F, 6K, 8T, 8TT, 25T, 25GG, 32T, 37SS, 38KK, 40LL, 53FG, 60GG, 66GG, 97T, 107GG, 113T by adding—

"or 'Noyes, Minn.'"

after the words—  
Minneapolis, St. Paul & Sault Ste. Marie Ry. via Portal, N. D."

\*—Rates applicable via Noyes, Minn., apply eastbound only and only on commodities named in Items 3795, 3810, 3820, 3821, 3825, 3835, 3840, 3845, 3850, 3855, 3856 and 3857 of Tariff 2-Y.

11112—Two-for-one rule in connection with shipments of furniture originating at Group "A" points on Boston & Maine R. R. destined Pacific Coast points, westbound: Proposal to amend Tariff's 1-H (I. C. C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide that paragraph (d) of Section 1, Item 792, Tariff 1-H, and paragraph (e) of Section 1, Item 792-C of Tariff 4-D (two-for-one rule) will also apply in connection with furniture moving from Boston & Maine R. R. under "A" points to the Pacific Coast under Item 2835-series.

11113—Alfalfa meal, CL, eastbound: Proposal to amend Tariffs 2-Y (I. C. C. No. 1233, H. G. Toll, agent) and 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for carload rate of 6¢ per 100 lbs. on alfalfa meal, minimum weight 50,000 lbs., from the Pacific Coast to Group "M" Mississippi point.

11114—Almond hull pulp, CL, eastbound: Request for inclusion of almond hull pulp in Item 3020 of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent).

11115—Wrought iron or steel pipe, CL, eastbound: Request for amendment of Item 1257-B of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for the same carload rates and minimum weights from California to eastern destinations as applicable westbound in Item 3450 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) (including min. wt. provision per Exemption 1).

11116—Petroleum crude or fuel oil, in barrels, CL, eastbound: Request for amendment of Item 2720-B of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to apply for straight carloads of petroleum crude or fuel oil, in barrels; this basis to alternate with Item 2725-C.

11117—Second-hand wrought iron or steel pipe, wrought iron or steel oil well casing and boiler flues, CL, westbound: Request for rate of about 50¢ per 100 lbs. on second-hand wrought iron or steel pipe, wrought iron or steel oil well casing and boiler flues, straight or mixed carloads, minimum weight 50,000 lbs., from Group "J" to California under Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen,

W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

11118—Bottles, old, CL, eastbound: Request for carload rate of 72¢ per 100 lbs. from California to Group "D" under Item 1296 of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent).

11119—Water coolers, storage, with interior water coolers (other than electric), automatic, and water heaters, other than automatic, CL, eastbound: Request for amendment of Item 1200 of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to include water coolers, storage, with interior water coolers (other than electric), automatic, also that the words "or other than automatic" be added to the water heater entry of the item.

11120—Wet storage batteries, CL, westbound—Transit: Request for amendments of Item 2125-B of Tariff 4-D (I.C.C. Nos. 126, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for privilege of stopping-in-transit to partly unload carload shipments of wet storage batteries.

11121—Yeast food, CL, westbound: Request for carload rate of \$1.00 per 100 lbs., minimum weight 40,000 lbs., from Group "H" Texas point to Calif., Item 5683 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

11122—Orange juice (sweetened), CL, eastbound: Request for carload rate of \$1.00 per 100 lbs. on orange juice (sweetened), minimum weight 70,000 lbs., from California to Group "D" under Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent).

11123—Copper ingots, CL, westbound: Request for amendment of Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for the following carload rates on copper ingots, minimum weight 60,000 lbs., from Group "E" to the Pacific Coast:

Tariff 1-H—95¢ per 100 lbs.  
Tariff 4-D—\$1.00 per 100 lbs.

11124—Wooden garment hangers, without metal hooks, unfinished, in the white, CL, eastbound: Request for inclusion of wooden garment hangers, without metal hooks, unfinished, in the white, in Item 525 of Tariff 27-M (I.C.C. No. 1232, H. G. Toll, agent) (Group "D" lumber description).

11125—Christmas trees, CL, eastbound: Request for amendment of Item 1585 of Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent), to provide for through carload rate of \$1.45 per 100 lbs. on Christmas trees from the north coast to the southeast (including points on the peninsula of Florida).

11126—Enameled iron plumbers' goods, including bathtubs, mixed carloads, westbound: Request for amendment of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for mixture of plumbers' goods as described in Items 4515 and 4520, at carload rate of \$1.61 per 100 lbs. from Group "D" to Phoenix, Ariz. (Group 2).

11127—Iron or steel lockers N. O. S. and iron or steel shelving, K.D. flat, CL, eastbound: Request for amendment of Item 2510 of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for the same carload rates from California to eastern destinations as applicable westbound in Item 3465 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

11128—Rubber composition mats, matting and carpet lining or carpet cushions,

CL, westbound: Request for amendment of Item 3323-A (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to include a specific entry reading:

"Rubber composition mats, matting and carpet lining or carpet cushions"

11129—Evergreens, CL, eastbound minimum weight: Request for reduction of minimum weight on evergreen for 16,000 lbs. subject to Rule 34 (Classification to 14,000 lbs. and Item 1767-A, Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent). This to apply only during the winter months when shipments are handled in refrigerated cars under Carriers' Protective Service.

11130—Grading or road making implements, CL, westbound: Request for amendment of Item 3015-series of Tariff 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to permit privilege of stopping-in-transit to partly unload.

11131—Stone, rough, sawed, hand machine dressed and ready for building purposes but not polished, letter figured, CL, westbound: Request for carload rate of 50¢ per 100 lbs. on stone, minimum weight 60,000 lbs., from Cedar Park and Whitesboro, California under Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

10216—(Reopened)—Kaolin (China clay), CL, westbound: Request for amendment of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for proportional rate of 70¢ per 100 lbs. on kaolin (China clay), loads, from Jacksonville, Fla., to the Pacific Coast to apply only on shipments originating at points on the peninsula of Florida.

10918—(Reopened)—Metal guitars, L.C.L. eastbound: Request for amendment of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for reduced rate on metal guitars, less carloads, from California to eastern destinations.

10946—(Amended)—Green fresh or tops in mixed carloads with fresh or green vegetables, eastbound minimum weight: Request for amendment of Note 1 of Items 3820 and 3822, Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent) and Note 6 of Item 3510-C, 3-A (I.C.C. No. 1226, H. G. Toll, agent) by changing "Onions" to read "onion," except green fresh onions with tops.

10938—(2nd Amended)—Bulbs, CL, L.C.L. eastbound: Request for carload rate of \$1.75 per 100 lbs. or lower bulbs from the Pacific Coast to east destinations under Item 2685 of Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent) and 3-A (I.C.C. No. 1226, H. G. Toll, agent), also request for reduced carload rates under this item to Group "D" and west.

10843—Supplement 1—Edible nuts, L.C.L. eastbound—transit: Request for amendment of Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent), to permit blending, consolidating, shelling and storing—transit of edible nuts (Items 2090 and 2095-A).

## Salesman-Contact Ma

having personal acquaintance with estimators and purchasing agents, etc., in large cities in California, all large corporations and utilities, is open for engagement. Finest references and security furnished on request. Photo 5111 more 3067 or write Joe Long (California) 839 Hayes Street, San Francisco.

OR

that oat groats be included in Item 2015.

# Industrial Census Under Way

## M. Newhall Inaugurates Radio Series

A SERIES of radio programs designed to give "listeners in" a more detailed knowledge of San Francisco's many industries inaugurated over KFWI by Almer M. Newhall on Wednesday, May 21. These radio talks, there to be given on Monday, Wednesday and Friday evenings from 8:30 to 9:30 p. m., are made possible through the generosity of the Chamber of Commerce, through the industrial programs, San Francisco industrial leaders are invited to present their plans. Those desiring to take advantage of this opportunity are asked to prepare a paper, not exceeding two pages of double spaced typewritten matter, and submit it to the Public Relations Department. Subsequent meets with the approval of the radio station, a date will be set for the presentation. There is no charge for Chamber members for these radio talks.

The opening radio talk given by President Newhall follows:

Eight to five minutes through the courtesy of KFWI, as President of the San Francisco Chamber of Commerce, I have been given the opportunity to introduce and inaugurate a series of radio talks over this station on San Francisco's industries by the heads of some of the leading industrial establishments of this city.

Perhaps, before we talk about industries we should first discover what we are talking about—what industry is. There are many definitions of it but let us say for our purpose here, that industry is any organized effort directed to the development, happiness and benefit of mankind. Any industry that does not have as its goal—happiness, is doomed to failure and eventual death.

Industry isn't just smokestacks and hard work. It is both, of course, but the subject is development, growth, happiness. Sometimes, we forget that we are resting it on the basis of the future talks which KFWI is appropriately inaugurating tonight. This series of talks is appropriate and timely because of the happiness of all of us in San Francisco and the bay section is tied up in an understanding of our industrial life, its present and its future. Through industry and its handmaidens business, and all the activities radiating from organized productive effort, we all flourish in life; build our niches and set the stage for our families, children, our beloved.

Wherever man goes, there is industry. Here in the basin of San Francisco Bay there are many of us, 1,500,000 men, women and children in the bay counties, that slope down

## Deputy Registrar of Voters Available at S. F. Chamber

AS part of the campaign to bring out a heavy vote in the local and state primary and fall elections, the Chamber of Commerce will provide quarters on the main floor for a deputy registrar of voters where business men of the vicinity can register conveniently. The Chamber will also arrange to have deputy registrars visit individual plants and business houses to register groups of employees of 25 or more upon request. Those who desire this service should telephone Miss Hogan at Davenport 5000.

## 170 San Franciscans at Trade Convention

NEARLY one hundred and seventy delegates were registered from San Francisco and twenty-two more from the bay region at the Seventeenth National Foreign Trade Convention in Los Angeles, May 21-23. The San Francisco delegation along with the delegates from Honolulu, including Governor Lawrence M. Judd, ex-Governors Wallace R. Farrington, George R. Carter, and others, left San Francisco on a special train on the evening of May 20, arriving as a unit in Los Angeles on the morning of May 21.

Among the San Francisco representatives was Captain Robert Dollar, Wallace M. Alexander, A. T. DeForest, A. Pedrini of the Bank of Italy, J. C. H. Ferguson of the Holland-America Chamber of Commerce, Robert Newton Lynch, vice president of the San Francisco Chamber of Commerce in charge of International Trade and Commercial Relations and Dr. Henry F. Grady, dean of the College of Commerce of the University of California and Foreign Trade Adviser to the San

Francisco Chamber. President Newhall of the Chamber attended the last day of the convention session, having been delayed here until then on Chamber business.

Representing San Francisco on the convention program were Captain Dollar, Mr. Alexander, Mr. Pedrini, Mr. Ferguson, Mr. DeForest and Dr. Grady. The West was recognized on the Subcommittee of Ten of the Convention Committee, made up of the leading men of the country, by the appointment of Mr. Alexander and Dr. Grady on it.

Mr. Lynch characterized the convention as one of the most successful in the history of the National Foreign Trade Council. "An excellent meeting for California, Los Angeles, and San Francisco," said Mr. Lynch. "It brought hundreds of important men from all sections of the world to see with their own eyes and hear with their own ears the progress and development of California in world trade and importance."

to our harbor. The present census returns will show about that number. So here, there is industry.

In the mass, we are engaged in a great industrial cooperative effort of which each of us is a part. If you could take a compass, stab its pointed leg at Third and Market streets in San Francisco and draw a circle with a radius of thirty miles, the line would describe San Francisco Bay and its arms. If you extended the radius to forty-eight miles you would describe an arc embracing Marin, Sonoma, Napa, Solano, Contra Costa, Alameda, Santa Clara, San Mateo and San Francisco counties. Into all of these penetrate the arms or the tributaries of San Francisco Bay and here within this circle nature has built a natural geographical and economic area from an industrial viewpoint. Within it today, we have 3758 industrial establishments with an annual output valued at \$1,127,926,431. Here, in these industries, engaged in the job of working out their happiness, are 98,038 wage earners. We call them wage earners for the sake of brevity. They are men and women engaged in the job of finding happiness through organized effort. In dollars and cents, they earn \$139,532,999 annually, token of their effort and harbinger of their happiness

collectively. Their activities run from the making of dolls to the building of giant machinery. These figures, of course, that I am giving you, do not include any except actual manufacturing and fabrication.

That, in a word, is a picture of industry today in the San Francisco-Oakland Metropolitan Area, an area comprehending all of the nine bay counties. It is well that we assess it and talk about it because we are now on the eve of a great industrial development in this section, and, therefore, of a great social growth which ought to make us all happier and more prosperous.

Our industrial effort, one might say, to use an anachronism is "bottled in bond" by the forces of nature, of topography, of location, as the center of industry and trade on the Pacific Coast and a focal point of world trade on the Pacific. It is up to us to take stock now of what we have, to determine what we should have and to guide, as far as it is within us to do so, the application of

## Enumerators At Work in S. F. District

SAN FRANCISCO'S censuses are but one-third taken. There still remains the completion of the Census of Manufactures and the Census of Distribution on which a number of enumerators are actively working. When compiled, the figures will be useful in determining what can be done in attracting more payrolls, industry and business to this city.

"From present indications we expect to finish the distribution and manufactures census early in July," stated John Curry, census supervisor sent from Washington, D. C., in charge of the northern California district. "It is our desire to give San Francisco as full and complete information as possible through these two censuses, but we find that in certain quarters a greater knowledge of the census is necessary.

"Answers to the questions in the various census forms are required by law. But the Bureau of Census is compelled to hold all information in strict confidence, even from other departments of the Government. The information cannot be used in the assessing of any kind of taxes."

The Census of Manufactures is taken to give a complete picture of this city's industries. Tabulated and cross indexed by types of factories, the census report when complete will not only show San Francisco's total output, but also production by industries. In addition, information is included showing the number of people employed by manufacturers, the amount and value of raw materials used here.

The Industrial Census gave detailed information on manufacturing production, but no complete information regarding markets for those products had been available until in response to the requests of business men, the Census of Distribution was adopted.

In 1927 this type of census was tried successfully in San Francisco through the cooperation of the Chamber of Commerce. The information obtained has been most useful to local business.

[continued on page 4]

the forces which are tending to our development and place among the world centers of industry and trade. This is the job of every man and woman among us to try to understand the forces that work in shaping our future and the future of our children, our prosperity and happiness, our toil and our play, our amusement and our education, our lives and our homes.

# SAN FRANCISCO BUSINESS

MAY 28, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange, Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

## Transcontinental Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

**11131—Rough-quarried stone and stone sawed not more than four sides.** CL, westbound: Request for carload rate of 50c per 100 lbs. on this stone, minimum weight 60,000 lbs. from Cedar Park and Whitesboro, Tex., to California under Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

(Cancels notice shown in this issue of May 17, 1930.)

**11132—Iron or steel plumbers' goods and china or earthenware plumbers' goods, mixed carloads, eastbound:** Request for amendment of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide that plumbers' goods as described in Items 2965 and 2975 may be shipped in mixed carloads subject to minimum weight of 40,000 lbs. at current rates to Group "D" and west.

**11133—Stainless welded steel tubing, LCL, also in mixed carloads with brass, bronze or copper goods, westbound:** Request for inclusion of stainless welded steel tubing in Item 1825 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11134—Zinc ore and concentrates, CL, eastbound:** Request for amendment of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for the following carload rates on zinc ore and concentrates from Tompagh, Nev. (T. & G. R. R.) to Amarillo, Tex.:

Value not over \$25.00	8 8.50
Value not over \$50.00	9.00
Value not over \$100.00	9.50
Value not over \$500.00	10.00
Value not over \$800.00	12.50
Value over \$800.00	15.00

**11135—Hand chemical fire extinguishers, other than wheeled, and two-wheeled chemical engines (non-self-propelled), CL, westbound:** Request for carload rate of \$2.00 per 100 lbs. on hand chemical fire extinguishers, other than wheeled, and two-wheeled chemical engines (non-self-propelled) from Group "C" to the Pacific Coast under Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 1-D (I.C.C. Nos. 129, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11136—Paper or paper articles, CL, eastbound, transit:** Request for amendment of Tariffs 2-Y (I.C.C. No. 1233, H. G. Toll, agent) and 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide that rates

named therein on paper or paper articles, carloads, originating on the Pacific Coast be subject to privilege of stopping-in-transit to partly unload at points in territory between Groups "D" and "J," inclusive, as published in tariffs of individual lines, similar to rules and conditions for stopping-in-transit to partly unload as apply on traffic originating in Minnesota, Michigan and Wisconsin per Item 330 of Western Trunk Line Tariff 169-F (I.C.C. No. A-2026, E. B. Boyd, agent) and Item 70 of Southwestern Lines' Tariff 1-0 (I.C.C. Nos. 2007 and 1994 of J. E. Johanson and B. T. Jones, agents, respectively).

**11137—Lumber from the North Coast to Hannibal, Mo., CL, eastbound:** Request for carload rate of 68c per 100 lbs. on lumber from North Coast to Hannibal, Mo., under Tariff 28-J (I.C.C. No. 1235, H. G. Toll, agent).

**11138—Fresh or frozen shrimp, for export, CL, westbound, storage-in-transit:** Request for amendment of Item 1653, Tariff 29-T (I.C.C. Nos. 121, A-281, 2265 and 1236 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), by publishing therein a note that shipments may be placed in cold storage at Pacific Coast ports and that the export rate will be applied on delivery to the storage house, provided shipper files bond guaranteeing payment of rates in Item 8690 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) or Item 1428 of Tariff 1-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), on any portion not actually exported at expiration of the time limit.

**11139—Soda ash, CL, eastbound:** Request for carload rate of 75c per 100 lbs., minimum weight 80,000 lbs., on soda ash from Cartago, Calif., to points in Texas and Oklahoma under Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent).

**11140—Wall board, CL, eastbound, transit:** Request for amendment of Item 3125-B of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide that shipments of wall board destined Groups "G" and "J" may be stopped in transit to partly unload.

**11141—Framed pictures (value not exceeding 50c per lb.), LCL, eastbound:** Request for amendment of Tariff 2-A (I.C.C. No. 1233, H. G. Toll, agent), to provide for the same less carload rates on framed pictures (value not exceeding 50c per lb.) from the North Coast to Group "D" and west as applicable westbound under Item 1287 of Tariff 1-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11142—Glass lamp lenses, lettered or not lettered, LCL, westbound:** Request for inclusion of glass lamp lenses, lettered or not lettered, in Item 2980-A of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11143—Cold rolled iron or steel bars and iron or steel bars and angles, CL, east-**

bound: Request for carload rate of \$1.00 per 100 lbs., minimum weight 80,000 lbs., on cold rolled iron or steel bars and iron or steel bars and angles from California to Group "D" under Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent).

**11144—Fresh deciduous fruits, including fresh berries, frozen solid, not in water or in own juice or sugared; fresh vegetables, frozen solid; also mixture of the above articles with berries or fruit, in water or in their own juice or sugared when chilled or frozen for preservation or fruit juices (unfermented), frozen or unfrozen, CL, eastbound:** Proposal to amend Item 1916-A, Supplement 1, Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent) and Item 1975-A, Supplement 10, Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent) as follows:

- 1) Increase Groups "A," "B" and "C" blanket rate of \$1.10 per 100 lbs., min. wt. 40,000 lbs. to read \$1.50 per 100 lbs.
- 2) Eliminate in minimum weight column words "Subject to Note 2."
- 3) Eliminate explanation of Note 2.
- 4) Cancel all of second section eliminating min. wt. 60,000 lbs. and all rates and references.

**11145—Berries or fruit, in water or in their own juice or sugared when chilled or frozen for preservation; fruit juices (unfermented), frozen; also mixture of the above articles with fruit juices (unfermented) N.O.S., CL, eastbound:** Proposal to amend Item 1970-B, Supplement 8, Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent) and Item 1970-A, Supplement 11, Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent) as follows:

- 1) Establish rate of \$1.50 per 100 lbs., min. wt. 40,000 lbs. to Group "A."
- 2) Increase Groups "B" and "C" rate of \$1.10 per 100 lbs., min. wt. 40,000 lbs. to read \$1.50 per 100 lbs.
- 3) Eliminate rates on basis of 60,000 lbs., min. wt. or either increase Groups "A," "B" and "C" rate to \$1.15 per 100 lbs., min. wt. 40,000 lbs.

**11146—Iron or steel brackets, in bundles or crates, LCL and CL, westbound:** Request for amendment of Section 1, Item 3977-A of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and Item 3977-C of Tariff 1-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to apply on iron or steel brackets, in bundles or crates.

**11147—Insecticide adhesive and spreader lime, casein and clay compound, CL, westbound:** Request for carload rates of \$1.15 per 100 lbs. on insecticide adhesive and spreader (lime, casein and clay compound), minimum weight 40,000 lbs., from Group "B" to the North Coast under Tariff 1-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11148—Cold-pack berries or fruits, CL, eastbound, transit:** Request for amendment of Item 1970-B of Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent), to permit stopping-in-transit of cold-pack berries or fruits to partly unload or complete loading.

**11149—Carbon black, returned for reconditioning, CL, eastbound:** Request for amendment of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for carload rate of \$1.50 per 100 lbs., minimum weight 40,000 lbs., on carbon black, returned from California to Texas points for reconditioning.

**11150—Steel open top freight automobile pick-up bodies, set-up, loose, CL, westbound:** Request for inclusion of steel open top freight automobile pick-up

bodies, set-up, loose, in Item Tariffs 1-H (I.C.C. Nos. 126, A-283 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 1-Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agent (ively).

**11151—Cottonseed oil, in tank or bound:** Request for carload rate per 100 lbs., on cottonseed oil cars, from Group "A" to the Pacific Coast under Tariffs 1-H (I.C.C. A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 1-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11152—Wall board (combustible and fire board), CL, eastbound, request for amendment of Item 1975-A of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to apply on wall board combination wood and fire board.**

**11153—Addressing machine or graph plates (composition fibre), LCL, westbound:** Request for less carload rate of \$3.75 per 100 lbs. on addressing machine or address plates (composition paper fibre) Group "A" to California under Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11154—Shoe bags or shoe hosiery, and rayon, LCL and CL, westbound:** Request for inclusion of shoe bag shoe hosiery, cotton and rayon, 1 2139 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11155—Coal vases, LCL, westbound:** Request for inclusion of coal vases Item 5255-A of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273, and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11156—Plastering fibre, CL, eastbound:** Request for carload rate of \$1.10 per 100 lbs., minimum weight 36,000 lbs. on plastering fibre from California to eastern destinations under Tariff 1-H (I.C.C. Nos. 126, H. G. Toll, agent). **Old rope fibre, CL, eastbound:** Request for carload rate of 75c per 100 lbs. of old rope fibre from California to Group "E" and west under Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent).

**11157—Ammonium alginate and so alginate, CL, eastbound:** Request for carload rate of 65c per 100 lbs. minimum weight 36,000 lbs., from California to Group "D" (with rates on a grade to groups east and west the under Item 3735, Supplement 3 to Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent, Supplement 1) to 10981—Battery accessory material, rough or finished, in mixed carloads with wooden battery hanging partitions, eastbound—North Coast to eastern Canada: Request that the inclusion of battery separator material, rough or finished, in mixed carloads, Item 3220-B of Tariff 2-Y (I.C.C. 1233, H. G. Toll, agent), be also applicable to points in Eastern Canada.

**Supplement 1 to 11028 (Amended)—Baskets and turned squares, in the further advanced in manufacture by sawing, resawing and pass lengthwise through a standard planing machine, cross-cut to length and end-matched, CL, eastbound:** Request for amendment of Item 525 of Tariff 2 (I.C.C. No. 1232, H. G. Toll, agent) also include balusters and turned squares, in the white, further advanced in manufacture than by sawing, sawing and passing lengthwise through a standard planing machine, cross-cut to length and end-matched.

**11045 (Amended)—Curtain poles or and or fixtures, CL and LCL, east-**

# Leads for NEW BUSINESS

and below are the names of new  
changes of address of new  
engaged in the business under  
they are classified. Domestic Trade  
of the Industrial Department.

Advertising — Lewis Advertising Co.,  
Market to 507 Montgomery.  
Printer — Roscoe M. Downing, 220 to  
Montgomery.

Architects — James H. Mitchell, 277 to  
St. Joseph; L. Stewart, 703 Market  
to Sansone.

Apparel Goods — N. Abraham Co., Inc.,  
Market to 819 Mission.  
Hats — Kate Droz, 46 Kearny; Judson  
Rosen, 222 Kearny to 659 Folsom; Frank  
Grun, 1617 California.

Attorneys — Arthur A. Hyman, 105 to  
Montgomery; James D. Yeatch, 220  
Montgomery.

Auto Repairing — George A. Cassidy,  
Market; William Mayo, 1575 Bush to  
Franklin.

Automobiles — Herbert H. Shapiro (used  
cars), 1016 Valencia.  
Tires — Original Fried Pie Shop, 3939

Beauty Parlor — Park Beauty Shop,  
Market to 722 Cole.  
Cosmetics — Robin J. P. Flynn (insur-  
ance), 235 to 315 Montgomery; Harry H.  
C. Co. (insurance), 105 to 315 Mont-  
gomery; Tilton & Co., 235 Montgomery;  
W. Wehn, 112 Office Market.

Books — Post Office Market, 1091 R  
to 489 Bryant.

Buttons — The Cline Shop, 115 Kearny.  
Cotton Papers & Ribbons — H & M Co.,  
Market to 160 Mission.  
Cups — Service Caster & Truck Co.,  
Market to 61 Bluxome.

Decorative — Dr. E. F. Stevens, 2623 K  
to 1128A Valencia.  
Dresses — George Cronos, 3520 20th; John  
Luker, 2599 San Bruno; T. F. Rush, 22  
Sutter to 1799 Mission.

Drugs — Joseph's (ladies ready-to-  
wear), 1400 Geary.  
Pressors — Geo. A. Hunter Co. (air),  
Howard.

Electric — Clinton Construction Co.,  
Market to 23 Folsom to U. S. Marine Hos-  
pital & Tiscornia, 599 Chermey.

Furniture — Luxor Manufacturing Co.,  
Market to 385 Mission; Peerless Curtain  
Co., 121 to 585 Mission.

Food Products — Co-Operative Cream-  
ery Marketing Co., 250 Sacramento to  
Witzel & Baker, 250 Sacramento  
to Davis.

Flowers — United Decorators, 1261  
Market.

Furniture — Dr. Roland M. Grapentin, 291  
to 870 Market; Dr. Alan McDi-  
armid, 25 Taylor to 550 Sutter.

Printing Service — H. Stewart Ducey,  
Market.

Real Estate — L. L. De Costa, 585 Mission.  
Refrigerators — Anne M. Mertens, 166 Geary;  
Fred Brock Co. (mfrs. children's),  
Market.

Shoes — Mrs. Minnie Gaylor, 1504  
Market.

Signs — Request for amendment of  
Bill 3-A (I.C.C. No. 1226, H. G. Toll,  
agent), to provide for the following  
rates (in cents per 100 lbs.) on curtain  
rods and/or fixtures from Calif-  
ornia to—  
Cups — C. D.  
Dresses — 258, min. wt. 40,000 lbs.,  
L. 365

Furniture — Request for amendment of  
Bill 2005 of Tariff 2-Y (I.C.C. No. 1233,  
H. G. Toll, agent), by establishing  
rates in the following carload rates,  
wt. 11,000 lbs. subject to Rule 31  
in classification, from the North  
to—  
A-K B-L C-M  
\$2.88 \$2.61 \$2.32 per 100 lbs.

Elevators — Gumbis Elevator Co., 503  
Hh to 1672 Bryant.

Engineer — Lochiel M. King, 620 to 110  
Market.

Exports — H. A. Irving Co., 100 Sansone.  
Fruits and Vegetables — Frank's Fruit  
& Vegetable Market, 1393 Ellis.

Garages — Avenue Garage, 1377 Golden  
Gate Ave.; Clay-Jones Garage, 1275 Clay;  
Whitehorn Hotel Garage, 745 Stevenson.

Golf Courses — Palace Golf Courses,  
55 New Montgomery.  
Grazer — J. J. Linchun, 2800 Bryant.

Hotel Supplies — Arthur Leigh, 510  
Mission.

House Cleaning — Acme House Clean-  
ing Co., 30 Fair to 190 Precita.

Imports-Exports — James G. Blake & Co.,  
112 Market; American Trading Co., 60 to  
119 California.

Infants' Wear — Vanta Baby Garments,  
19 Hh to 883 Mission.

Insurance — Wm. E. Bouton, 56 Sansone  
to 310 Kearny; Paddock, Mackin &  
Co. (general), 105 Montgomery; Geo. O.  
Smith, 315 Montgomery.

Investments — Brush Sluicumb & Co.,  
111 Sutter; Taylor Nelson George & Co.,  
Ltd., 235 Montgomery.

Jewelry — Hunziker Bailey, 51, Francis  
Hotel; Seubnick's Jewelry Store, 1157 Fill-  
more; United Jewelry & Optical Co., 711  
to 715 Market.

Knit Goods — Earnshaw Sales Co., 49  
Hh to 883 Mission.

Library — Monadnock Circulating Li-  
brary, 17 Maiden Lane.

Loans — Empire Building & Loan Assn.,  
56 Sansone to 340 Kearny; Fidelity Build-  
ing & Loan Assn., 56 Sansone to 100  
Kearny; Mechanics Building & Loan  
Assn., 56 Sansone to 310 Kearny; Stand-  
ard Building & Loan Assn., 56 Sansone  
to 310 Kearny.

Mfrs.' Agents — Rhodes & White, 461  
Market to 61 Bluxome; Fred C. Young, 164  
Townsend.

Markets — Charter Oak Market, 3174  
16th to 3177 16th; La Rosa Quality Mar-  
ket, 915 to 1923 Irving; Paramount Fruit  
Market, 498 Union City Blvd.

Meats — Post Office Market, meat dept.,  
1091 Market.

Milinery — Syrene Chapeaux Shop, 171  
Geary to 160 Sutter.

Mining — Industrial Mines, 866 Howard.  
Mosaic — Art Mosaic Co., 203 Valencia.

Movers — J. Clausen & Co., 948 Laguna  
to 341 Lexington; Esperanto Transfer Co.,  
228 Tingley.

Oculist and Aurist — Dr. E. C. Fabre  
Rajotte, 516 to 150 Sutter.

Oil — Shell Oil Co., exec. ofc., 200 Bush  
to Shell Bldg.

Paints — West Coast Paint Co., 259 Clara  
to 1608 Market.

Perfumes — Joe Maloney, Howard Bldg.  
Photographers — Ernest Schoenfeld Co.  
(commercial), 765 Market to 232 Powell;  
Florence Schoenfeld, 765 Market to 232  
Powell.

Physicians — Dr. Arnold S. Chaimov,  
190 Post to 550 Sutter.

Pianos — Heine Piano Co., 949 to 1180  
Market.

Polish — Patrick Glass Polish Co., 376  
Sutter.

Printers — Edward Barry Co., 131 Spring  
to 32 Clay.

Publishers — Newspaper Publishing  
Co., Pickwick Hotel.

Radios — Caladyne Radio Co., Inc., 2181  
to 2806 Mission; Grandfield's, Inc., 714 Ave.  
and Irving; Radio Announcement Service,  
760 Market; Wm. A. Underwood, 30 Fair  
to 190 Precita.

Radio Publicity — The Date Book, 760  
Market.

Real Estate — Wm. G. Clinch Co., Inc.,  
210 Sansone to 235 Montgomery; National  
Associated Real Estate Exchange, 1095  
Market; Boeca Bros., 310 Sansone to 235  
Montgomery; Frank B. Solin, 2358 Mar-  
ket to 535 Valencia.

Renovating — Milan Hat Co., 372 Bush.  
Restaurants — Bella Roma Cafe, 6505  
Bay Shore Blvd.; Espie Diner, 1690 San

Bruno; Fountain Lunch, 85 Broadway;  
Geary St. Cafe, 165 Geary; Italian French  
Restaurant, 2011 Grant Ave.; Jo Mendel's  
Cafe at the Beach, 1531 Great Highway;  
Moraga Taverna, 1201 Market; Tivoli Sand-  
wich Shop, 152 Taylor.

Safety Service — Davis Emergency  
Equipment Co., Ltd., 1268 Mission.

Service Station — Mission Supper Service  
Station, Colma.

Shades — Smiley Bohinette (lamp), 711  
Gough.

Sheet Metal — Pacific Heating Co., 305  
Valencia to 1151 Stevenson; Pacific Sheet  
Metal & Furnace Co., 305 Valencia to 1151  
Stevenson.

Shoe Shining Parlor — James Small, 585  
Pacific.

Shoes — Ideal Baby Shoe Co., 19 Hh to  
883 Mission; Dr. Kahler Shoe Shop, 121  
Post.

Steel — Republic Steel Corp., 116 New  
Montgomery; Walker Bros., 235 Mont-  
gomery to 55 New Montgomery.

Studios — Juan B. Martinez Studio, 210  
Stockton to 209 Post; Art E. Mohr, 517  
Post to 361 Sutter.

Sulphur — Western Sulphur Industries,  
Inc., 1 Drumum to 561 Market.

Tailors — Four-Fifty Sutter Tailoring  
& Cleaning Shop, 450 Sutter; Geo. Fried-  
lander, 2651 Clement; N. P. Kleer, 349  
Taylor to 281 Eddy; Peterson Tailoring  
Co., 2071 to 2112 Mission; Joseph Posner  
(ladies'), 498A Geary; J. Toson (ladies'),  
2016 Fillmore.

Theatres — Golden State Theatre &  
Realty Corp., 988 Market to 25 Taylor;  
T & D Jr. Enterprises, Inc., 988 Market  
to 25 Taylor.

Trunks — Quality Trunk Co., 1111 to  
1071 Market.

Typewriter Supplies — J. F. Glendon,  
310 Sansone to 7 Front.

Underwear — Joseph Malouf, Inc.  
(mfrs.), 130 Kearny to 973 Market.

Uniforms — Joe Harris, 16 Sacramento.  
Water — California Water Service Co.,  
111 Sutter to Federal Reserve Bank Bldg.;  
Oregon-Washington Water Service Co.,  
111 Sutter to Federal Reserve Bank Bldg.

Miscellaneous — Angle Steel Stool Co.,  
61 Bluxome; Dr. Coniah Bigelow, 2144 San  
Bruno; E. Bloch Mercantile Co., 70 to 246  
California; British Benevolent Society, 230  
California; Albert E. & Arthur H. Castle,  
206 to 111 Sansone; Dresswell Co., 510  
Mission; Eastman Little Folk Shop, 451  
Sutter; El Dorado Lime & Minerals Co.,  
16 California to 511 Market; Hawkins  
Improvement Co., Laguna Honda; John  
Hill, 1153 O'Farrell; Leopold Krumel, 320  
Market; La Merrey Co., Ltd., 995 Market;  
Mexican Ores Co., Ltd., 1600 Armstrong;  
Robt. Murray Photographic Laboratories,  
767 Market; Neighborhood Cash Store, 298  
Ocean; North Beach Co-Operative Store,  
1102 Grant; Pacific Coast Joint Stock Land  
Bank of S. F., 161 California to 100 San-  
sone; Dr. Stephen C. Petrusich, office,  
543 Valencia; Public Works Engineering  
Corp., 111 Sutter to Federal Reserve Bank  
Bldg.; W. C. A. Radiofont Co., Inc., 325 9th;  
Dr. Gertrude M. Bines, 1109 Market to 391  
Sutter; Salt Water Barrier Assn., ofc., 55  
New Montgomery; Schon-Gallis Co., Ltd.,  
29 Spear; George Stribling, 16 California;  
Super Products Co., 133 Fell; Topping Co.,  
2211 Taraval; Ward-Stilson Co., 821 to  
760 Market; West Portal Photo Studio,  
290 Garretton Blvd.

## SPECIAL NOTICE

"India in 1928-29" by J. Colman, di-  
rector of Public Information, Govern-  
ment of India, may be secured at the  
office of the Foreign Trade Department  
of the Chamber of Commerce. The report  
is accompanied by photographs,  
maps, and diagrams, as well as by ap-  
pendices and a useful index. It begins  
with a general chapter, and the ten sub-  
sequent chapters convey exhaustive in-  
formation in regard to politics, the con-  
dition of the people, trade and commerce,  
finances, external relations, defense, self-  
government, education, etc.

# Foreign and Domestic TRADE TIPS

Inquiries concerning these opportunities  
should be made to the Foreign Trade  
Department of the San Francisco Cham-  
ber of Commerce, DA venport 5000, list  
numbers being given.

## FOREIGN TRADE TIPS

20121—Testing Apparatus.  
Mannheim, Germany. Manufacturer of  
testing apparatus for iron and metal, rub-  
ber and paper, wants a connection lo-  
cally.

20122—Clocks.  
Frankfurt, Germany. Manufacturer of  
electric-automatic control systems and  
clocks wishes connection with local firms.

20123—Representation.  
Eberfeld, Germany. Party is desirous  
of representing exporters of any kind of  
goods. References available.

20124—Safety Apparatus.  
Berlin, Germany. Concern manufactur-  
ing patent safety apparatus for cutting,  
welding, brazing, etc., using oxygen and  
oil fuels, wants connections.

20125—Glue.  
Schiffhardsdamm, Germany. An ex-  
porter of skin and bone glue wishes to  
communicate with local importers of  
these products.

20126—Jewelry.  
Oberstein, Germany. An exporter of  
semi-precious stones and cheap jewelry  
is seeking a local representative.

20127—Representative.  
San Francisco, Calif. Party who is re-  
turning to Switzerland wishes to rep-  
resent local houses in Europe, especially  
Switzerland, France, and Germany, either  
in a buying or a selling capacity. Is not  
interested in any particular line and  
would be willing to spend a training  
period here. Local references available.

20128—Fruit Agency.  
New York, N. Y. Firm in Prague,  
Czechoslovakia, is anxious to obtain  
agency for a California fruit packing  
concern.

20129—Oriental Goods.  
Grand Rapids, Mich. Party is desirous  
of communicating with dealers in Ori-  
ental goods, such as jasmine and orchid,  
blossom teas and tapestries.

20130—Showroom Facilities.  
Shanghai, China. Opportunity is of-  
fered to manufacturers to donate sam-  
ples of products for display in commer-  
cial showroom of a public school.

20131—Representation.  
Hurlin, Manchuria. Party desires to  
represent American firms in Manchuria,  
especially those handling steel, hardware,  
cooking utensils, canned goods, and food  
products. Local reference.

20132—Representation.  
San Francisco, Calif. A local company  
having a representative in Manchuria is  
seeking new connections for this agent  
whom they recommend very highly.  
Party also has banking references.

20133—Agent.  
San Jose, Costa Rica. Party wants to  
obtain agency for exporter of jute bags.

20134—Garbanzos.  
Navejoa, Son., Mexico. Company han-  
dling Mexican chick peas (garbanzos)  
wants to find a local market for them.  
Sample on file.

20135—Green Houses.  
Honolulu, T. H. Party is in the mar-  
ket for green houses for his home, and  
wishes to have manufacturers send him  
catalogues.

20136—Color-Board.  
Honolulu, T. H. Party wants to pur-  
chase 25 or 30 sheets of color-board about  
20" x 25", in buff, brown, or any shade of  
brown.

20137—General Agency.  
Antwerp, Belgium. Company wants to  
obtain the general European agency for  
a local firm. Report on file.

**FOREIGN TRADE TIPS**

[continued from page 3]

**20138—Lumber Agency.**  
Ponce, P. R. Party wishes to secure the representation of Douglas fir exporters. Report on file.

**20139—Preserved Fruits.**  
Beykjavik, Iceland. Company is in the market for preserved fruits especially mixed fruits, bananas, apricots, pears, and apples. Desire to buy direct from canners who can quote f.a.s. New York City. References.

**20140—Agent.**  
London, England. Party wishes to appoint an agent to handle his "Eldentop" Cast Porcelain for the use of dentists. Literature on file.

**20141—Dried and Canned Fruits.**  
Liverpool, England. Firm is desirous of representing packers or exporters of dried and canned fruits and also produce. Bank reference.

**20142—General Agency.**  
London, England. Company established as an agency handling all types of hardware wishes to add new lines.

**20143—Rice and Dried Fruits.**  
London, England. Firm is interested in obtaining the sole agencies for exporters of rice, dried peaches, pears, apples, and plums.

**20144—Representation.**  
San Francisco, Calif. Party who has had four years' experience as a representative in Holland is returning there in the early fall, and wishes to secure the agencies for local houses. Is particularly interested in radios, machinery, food-stuffs, specialties.

**20145—Dried Fruits.**  
Amsterdam, Holland. Party wants to represent packers and exporters of dried fruits in Holland. Bank reference.

**20146—Fruits.**  
San Francisco, Calif. Firm in Norway wishes to represent California exporters of fresh, dried, and preserved fruits. Further particulars available locally.

**20147—Glue Products.**  
Hamburg, Germany. Party wishes to find a market for dry bone glue cake in slabs, and pure skin glue free from grease acid. Prices available.

**20148—Labels and Ribbons.**  
San Francisco, Calif. Italian manufacturer of woven name labels, and ribbons made up in cotton and silk wishes a local agent or representative. Further particulars available locally.

**20149—Oils and Soaps.**  
Port Said, Egypt. Party wishes to communicate with importers of "cotton oils and soaps, green and white fir."

**20150—Agency Open.**  
New York, N. Y. Firm wishing to secure the Pacific Coast agency for Dutch East Indies commodities may contact a New York company. Name and address on file.

**20151—Chinese Merchandise.**  
Hongkong, China. Manufacturer of oiled paper parasols, Foochow lacquered ware, brassware, etc., wishes to make connections locally.

**20152—Silk Goods.**  
Kobe, Japan. Manufacturer and exporter of all kinds of silk goods, shirts, shawls, kimonos, handkerchiefs, etc., desires to communicate with importers of Japanese merchandise.

**20153—Canned Fish.**  
Tokyo, Japan. Company exporting canned fish (salmon and crab, particularly) wishes to contact importers of their products.

**20154—Vegetable Oils.**  
Kobe, Japan. Exporter of Japanese vegetable oils especially rape seed, soybean, etc., wants to make connections locally.

**20155—Representation.**  
Havana, Cuba. Party wishes to make connections with manufacturers for the purpose of representing them.

**20156—Metals.**  
Mazatlan, Mexico. Party wishes to find a market for the following metals: silver,

gold, copper, and lead. Price list on file. 20157—Cajeta de Celaya (Jelly).  
Celaya, Mex. Organization desires to communicate with dealers in groceries, etc., who would be interested in handling a famous jelly known as Cajeta de Celaya.

**20158—Sponges, Corks, Car and Window Leathers.**  
Salzburg, Austria. Party is inquiring for names and addresses of importers and exporters of the above commodities.

**20159—Souvenirs and Novelties.**  
Colorado Springs, Colo. Party is anxious to communicate with dealers in souvenirs and novelties, particularly Japanese novelties.

**20160—Copra.**  
San Francisco, Calif. A large Holland copra exporting concern with offices in Cebu and other places in the Netherlands East Indies wishes connections on the Pacific Coast.

**20161—Bric-a-brac Lathing.**  
San Francisco, Calif. A well established Holland factory manufacturing steel lathing for "stucco" purposes wishes to export this article to the Pacific Coast.

**20162—Canned and Dried Fruits.**  
Nantes, France. Company wants to obtain the agency for local packers of canned and dried fruits.

**20163—Shark Meat.**  
San Francisco, Calif. Fishery owner in French Guiana wants to get in touch with an importer of shark meat.

**20164—Dried Fruits and Canned Goods.**  
Genoa, Italy. Firm is inquiring through a local bank for parties interested in obtaining representation for dried fruits and canned foods in Italy. Bank will furnish credit information.

**20165—Soya Bean Salad Oil and Oriental Representation.**  
San Francisco, Calif. Representative of firm with offices in Shanghai, Peking, and Tientsin wants to contact a San Francisco packer and dealer in salad oils to handle soya bean salad oil. Samples are here.  
He also wishes to secure sales representation in the Orient for San Francisco products on a letter of credit basis. Hongkong, Shanghai, and San Francisco bank references.

**20166—Oriental Silks.**  
Charleston, S. C. Party wants to communicate with local firms dealing in "Oriental silks made up."

**20167—Old Newspapers.**  
Shanghai, China. Sugar company is inquiring through a local bank for the names of parties interested in exporting old newspapers to China. References.

**20168—Egg Products and Casings.**  
Tientsin, China. Import-export concern is desirous of making connections with local importers of egg products and casings.

**20169—Representation.**  
Guayaquil, Ecuador. Party wishes to secure the agency for a local firm, and offers references.

**20170—Dried and Canned Fruits.**  
Cannied Fish.  
Paris, France. Party is interested in obtaining agencies for the above commodities. Reference.

**20171—Paprika and Drugs.**  
Szeged, Hungary. Party wishes to make a connection in this city for the handling of real Hungarian paprika. Is also interested in communicating with importers of drugs. Bank reference.

**DOMESTIC TRADE TIPS**

**D-3481—Agency.**  
San Francisco. Party wishes to secure agency in San Francisco for concern manufacturing women's hosiery.

**D-3482—Rental Space.**  
Portland, Ore. Warehouse or manufacturing space to rent, by responsible company with excellent facilities. Present company, organized to act as factory representative, custodian, or the like, if occasion requires.

**Industrial Development**

Reported by the Industrial Department

**NEW INDUSTRIES**

**Stormproof Ventilator Company,** manufacturers of steel and glass exterior window ventilators, have recently established headquarters in San Francisco at 224 Natoma Street. Gilbert Gordon is in charge of the new concern.

**W. R. Sibbett Company, Inc.,** have recently established a branch office in San Francisco at 953 Harrison Street. This concern carries a stock of sterilized and washed wiping rags, journal waste and wool waste for distribution in this section.

**The Harper Manufacturing Company** have recently begun the manufacturing of sheet metal products under this name at 631 Sixth Street. This new firm, which was formerly the sheet metal shop connected with Holbrook, Merrill and Stetson, occupies approximately 11,000 square feet of floor space and employs fifteen people at the present time.

**Municipal Publishing Company, Ltd.,** have recently located in this city at 1095 Market Street, where they publish the "San Francisco Municipal Record" and "Pacific Municipalities." At the present time this new concern employs sixteen people. George H. Allen is general manager.

**Platt Music Company and Subsidiaries,** radio dealers, have recently established a branch office with stock in this city at 1040 Bryant Street, where they have leased two floors. At present this firm employs over sixty people.

**Arora Products, Inc.,** dealers in Neon electrical signs, have recently established a branch office with stock in San Francisco at 311 California Street. This firm plans in the near future to establish a manufacturing plant in this vicinity. E. F. Prescott is manager.

**PATENTS IN RUSSIA**

Supplementing a report on the procedure necessary in connection with the registration of patents in Soviet Russia which appeared in "San Francisco Business" for April 9, the Foreign Trade Department has received the following note: "Documents which American citizens may find it necessary to send to the People's Commissariat for Foreign Affairs for purposes of legalization, should be certified by a notary public whose signature should in turn be certified by the county clerk."

**D-3483—Cheese.**  
New York City. Concern anxious to make connections with responsible cheese manufacturing firm. Account to be handled on commission basis.

**D-3484—Executive.**  
Long Island. Party, with full credentials to act as transportation firm's executive, anxious to secure connections with New York steamship concern. Full details on file.

**D-3485—Manufacturer.**  
Wichita, Kansas. Manufacturer wanted to commercialize a developed combination of placer gold mining machinery.

**D-3486—Clothing Designer.**  
Baltimore, Md. Party wishes to connect with established men's clothing firm. Full credentials as designer. Willing to invest money, if required.

**D-3487—Grapes.**  
New York. Party desires to secure sole agency in New York for well established grape concern on Pacific Coast.

**D-3488—Luncheonette.**  
Hammond, Ind. Party wishes to purchase or make connections with concern engaged in the luncheonette or soda fountain business.

**D-3489—Commission Merchants.**  
New Orleans. Firm anxious to secure connection for sale of any product. Will operate on a strict commission basis.

**CALIFORNIA DAY**

June 5 has been designated California Day at the Lincoln Highway Celebration at Ely, Nevada, according to an invitation to participate in the fête received by the Chamber from Secretary T. S. Upton of the Ely Chamber. Upton and Nevada are the other two states which will participate in the four-day program. Oakland, Sacramento and other cities in central and northern California have been invited to cooperate in making California Day the big day of the celebration and merchants and business men have been invited to make the trip.

**ENUMERATORS AT WORK IN S. F. DISTRICT**

[continued from page 11]  
Following a similar plan this census again being taken in greater detail, complete, the Census of Distributors indicate the number and kinds of distributors, wholesalers, and distributors of various businesses in San Francisco. The figures will indicate the actual cost of various products in San Francisco, the costs of doing business, whether independent or chain stores and other information.

When complete a progressive business man can compare his business cost with the average costs of similar business in the community and thereby determine plans for lowering business costs which may be passed on reduced prices to the consumer.

**CHAMBER ENDORSES HIGHWAY PROJECT**

Urging the incorporation of a new traffic artery into the state highway system, the Chamber of Commerce has endorsed the "San Joaquin to the Sea" Highway. The proposed new route would connect Stockton and then through the building, widening and straightening existing highways would pass through Hayward to the San Mateo-Hayward Bridge. From San Mateo the road would include the present Halfmoon Bay also to be improved.

Peninsula chambers of commerce and other civic bodies constituting the "San Joaquin to the Sea" Highway Association are also actively backing the project.

**REVENUE FREIGHT LOAD**

Loading of revenue freight ended April 26 totaled 907,174 cars according to the car service division of American Railway Association. This is an increase of 14,293 cars above the ceding week, but a reduction of 14 cars below the same week in 1929. It was a reduction of 55,833 cars under same week in 1928.

Loading of revenue freight ended May 3 totaled 942,899 cars, according to the car service division of American Railway Association. This is an increase of 35,725 cars above the ceding week, but a reduction of 10 cars below the same week in 1929. It was a reduction of 35,154 cars under same week in 1928.

**PERMANENT ART GALLERIES**

Beaux Arts Gallery - 166 Geary St.  
East-West Gallery - 609 Sutter St.  
De Young Museum - Golden Gate  
Courvoisier Gallery - 474 Post St.  
Gump Galleries - 246 Post St.  
Legion of Honor Palace - Lincoln I  
Paul Elder Gallery - 229 Post St.  
Valdespino Gallery - 345 O'Farrell St.  
Vickers, Atkins & Torrey - 500 Sutter  
Worden Art Gallery - 312 Stockton St.  
Schwabacher-Frey Gallery, 735 Market  
Workshop Gallery - 536 Washington

# New Opportunities for Trade Expansion Between S. F. and Hawaiian Islands Told

## New Building Census to Aid Unemployment

DESIGNED to aid President Hoover's campaign to relieve unemployment throughout the United States and gather data on problems of the building industry, the Census of the Construction Industry being started by John W. Curry, Special Supervisor in charge of the San Francisco and central California district, and information on the new census was supplied to Curry by Chief District Supervisor E. K. Ellsworth, who is in charge of the local office in the construction division.

The new building census, the first of its kind ever taken by the Census Bureau, will include information from all construction contracts doing a gross amount of business over \$10,000 and over during 1929. The "contractors," Census Bureau files point out, includes general contractors, sub-contractors, jobbing contractors, and all other persons or firms engaged in construction work, excepting railroad and public utility companies.

The census will only build construction contracts by contract be included, but in addition those building to sell must be included, as well as highway, bridge, harbor and other public buildings.

The canvass was recommended by the Advisory Committee on Distribution, and is composed of nationally known persons named appointed by the Secretary of Commerce," states Curry, "as a result of an urgent request of national construction associations and other prominent organizations in the construction industry.

The information when analyzed and made available should prove of much value in promoting the interests of the building industry, resulting in a decrease of unemployment. Like the other forms of censuses, all information supplied will be held in strict confidence. All reports will be grouped in such a manner as to give information on any single firm or person, ascertained," Curry continued.

Information to be secured in the Census of the Construction Industry includes the following: Description of establishment and ownership; if concern is a member of a trade association; number of employees, skilled and unskilled; total wages paid out during the year; amount expended for purchase or lease of equipment during past year; type of contract work performed; type of value of sub-contract work performed; number of structures erected, and value; if work was performed on public work, private construction or for public organizations; total value of construction work done by the reporting firm during 1929; and the classes and amount of materials used by the firm.

## IMPORTANT CHANGES IN TRANSPORTATION DEPT.

ALLAN P. MATTHEW, member of the law firm of McCutchen, Olney, Mannon & Greene, has been named special legal adviser to the San Francisco Chamber of Commerce in transportation matters. Seth Mann, who will retire as Manager of the Chamber's Transportation Department on July 1, will retain his connection with the Chamber in a consultative capacity.

Hal M. Remington, Assistant Manager of the Transportation Department of the Chamber, will assume the title of Manager upon the retirement of Mr. Mann from active duty. H. W. Hendrick, who is now of the Transportation Department, will be promoted to Assistant Manager.

## Hotel Business Included in 1929 Census of Distribution

THAT the hotel business will also be included in the census, as a part of the Census of Distribution for 1929 which is now in progress, is the information just received at local census headquarters by Chief Census Supervisor John W. Curry, in charge of the northern and central California district.

The hotel census will be taken in all hotels and rooming houses having a capacity of 25 rooms or over. Apartment houses, Y. M. C. A.'s, Y. W. C. A.'s Turkish baths, clubs, auto camps, etc., are not to be included.

Census enumerators will report the name and character of the hotel's ownership, i. e., if owned by an individual or corporation. Information as to whether the hotel is operated on the American or European plan and if its guests are permanent or transient is also to be obtained.

To determine the available work for labor in hotels, each organization will

report the number of male and female employees and wages paid them, segregating those employed in dining room and kitchen operations.

Other information to be secured includes gross receipts from the various sources of income in the hotel business, number of guest rooms, and the number of months per year that the hotel is open.

"When we consider that there are 26,000 hotels in the United States employing over 600,000 workers it is readily apparent how important it is that definite information about this industry be secured," commented President Almer M. Newhall of the Chamber of Commerce yesterday. "We in San Francisco are particularly interested in the hotel business both from a tourist viewpoint and as an outlet for San Francisco industry. This is particularly evident in our modern hotels which are almost self-contained cities requiring supplies of foods, various maintenance supplies, furniture and innumerable other products."

Although the personal canvass in the construction census is just being started, questionnaires were mailed from the Bureau of Census at Washington, D. C., some time ago. A record of all those who have returned their reports has been supplied to the local census office and those firms and persons will not be called upon. In some instances firms which have already made other reports will be asked to also supply reports segregating their construction work from other types of business.

Field enumerators will take the census in the bay region cities and the larger cities of central and northern California where mail replies have not yet been received.

## Big Building Program Under Way in Hawaii

A \$2,500,000 factory for the manufacture of bagasse—the celotex material made from sugar cane—and another plant for the manufacture of rayon from pineapple tops are some of the important projected developments in the Hawaiian Islands, reports Harry Burhans, recently returned Special Representative of the San Francisco Chamber of Commerce at Honolulu.

"Business is good in the islands and San Francisco firms have a decided opportunity to increase their business with Hawaii," states Burhans. "The twenty three million dollar building program now under way reflects both business conditions and the opportunity for the sale of more San Francisco goods. This contemplated construction work includes projects of the federal government, the City of Honolulu, and private interests.

"San Francisco and the Hawaiian Islands have much in common, starting with the early days when the only educational institutions west of the Mississippi were in the Islands, to which were sent the children of many San Franciscans. A large portion of the wealth of

[continued on page 4]

## CHAMBER JOINS IN NEVADA CELEBRATION

A special party of Californians headed by William F. Benedict, Assistant Manager and Comptroller of the San Francisco Chamber of Commerce, left via special Pullman car Tuesday for Ely, Nevada, to participate in the celebration of the completion of the Lincoln Highway.

"The completion of this portion of the Lincoln Highway from Ely, Nevada, to Wendover, Utah, and there connecting with the Wendover Cut-Off provides another important transcontinental highway for the influx of tourists to northern and central California," stated Benedict before leaving.

The celebration will open today, continuing through Sunday. Thursday has been designated as California Day, Friday as Utah Day, and Saturday as Nevada Day at the celebration.

Included in the party are William Tudor of the California State Automobile Association, and representatives of the Oakland and Sacramento Valley chambers of commerce.

Vacation time is here . . .

Put out that camp fire and SAVE our forests.

Please do not forget!

San Francisco  
 Civic Center  
 Free Public Library

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange, Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

Transcontinental

Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

11158—Glazed picture frames, LCL and CL, westbound: Proposal to amend Item 2035, Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to include glazed picture frames.

11159—Water clarifying or purifying compounds, CL, eastbound, from Arizona to groups east of "D": Request for amendment of Item 5250 of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for carload rates to groups east of "D" on usual grade over rate of 75¢ per 100 lbs. on Group "D".

11160—Wooden ladder rungs, in the rough, CL, westbound: Request for inclusion of wooden ladder rungs, in the rough, in Item 3855-series of Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

11161—Reels or spools (cable or wire), empty, returned, LCL, eastbound: Request for less carload rate of \$1.97½ per 100 lbs. on reels or spools (cable or wire), empty, returned from the Pacific Coast to Groups "B" and "C" under Tariffs 2-Y (I.C.C. No. 1233, H. G. Toll, agent) and 3-A (I.C.C. No. 1226, H. G. Toll, agent).

11162—Glucose (unmixed corn syrup), in barrels, CL, eastbound: Request for carload rate of 86¢ per 100 lbs. on glucose (unmixed corn syrup) from California to Group "E" under Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent).

11163—Coke, coke dust or breeze (coke oven refuse), CL, westbound, southern points to California: Proposal to amend explanation of Circle 44 reference mark, Item 2200 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), by eliminating therefrom stations Chickamauga, Durham and Vulcan, Ga.

11164—Cabbage in bulk and potatoes in sacks, mixed carloads, westbound: Proposal to amend Tariff 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for mixed carload rate of \$1.65 per 100 lbs. minimum weight 30,000 lbs., on cabbage in bulk and potatoes in sacks from Group "H" (Texas) to the North Coast.

11165 (Amended)—Kitchen or breakfast room furniture, straight carloads, also in mixed carloads with dining room furniture, westbound: Request for amendment of Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) as follows:

1. Include articles as described in Item 2800-series in Section 5 of Item 2875-A, Tariff 1-H and section 4, Item 2875-C of Tariff 4-D.
2. Add another section to Item 2875 (as amended) showing the same description and rates, minimum weight 16,000 lbs., as now provided for in Item 2800-series.
3. Cancel Item 2800.

11166—Glass arbitraries over Mojave, Calif. to Trona, Calif. (Trona Ry.) and intermediate points, westbound: Proposal to establish the following class arbitraries (in cents per 100 lbs.) over Mojave, Calif., to be used in making through westbound class rates to Trona, Calif., and intermediate points:

Class:	1	2	3	4	5	A	B	C	D	E
	25	21	17½	15	11	12½	9	7½	6½	5

11167—Cotton piece goods, CL, westbound—minimum carload weight via "Sunset" Route: Request for amendment of Item 2375 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), by reducing the minimum carload weight on cotton piece goods from Group "A"—2 points to Rate Basis 3 destinations from 30,000 to 24,000 lbs.; no change in present rate.

11168—Washington and Old Dominion Railway: Request for representation of the Washington and Old Dominion Railway as a participating carrier in Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), 2-Y (I.C.C. No. 1233, H. G. Toll, agent), 3-A (I.C.C. No. 1226, H. G. Toll, agent), 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), 29-T (I.C.C. Nos. 124, A-281, 2265 and 1236 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), 30-S (I.C.C. No. 1234, H. G. Toll, agent), 33-C (I.C.C. No. 1196, H. G. Toll, agent) and 38-A (I.C.C. Nos. 117, A-270, 2231 and 1228 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), Territorial Directory 40-A (I.C.C. Nos. 118, A-271, 2233 and 1229 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), Artillery Circulars 59-J (I.C.C. Nos. 129, A-286, 2281 and 1241 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 61-F (I.C.C. Nos. 31, A-122, 1521 and 1133 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively). The participation of this carrier to be

restricted to traffic moving from or to the following stations:

Alexandria Junction, Va., Lacey, Va., Barcroft, Va., Douglas, Va., Glenacary, Va., Thriftton, Va., Bon Air, Va., Rosslyn, Va.

11169—Hay, machine compressed, in bales, CL, eastbound: Request for amendment of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for the same carload rates on hay, machine compressed, in bales (Item 2195-A) from California (Imperial Valley) to eastern destinations as applicable from Yuma, Ariz., under Item 4295 of the tariff.

11170—Iron or steel articles, for export, CL, westbound: Proposal to establish carload rate of \$6.50 per gross ton on iron or steel articles as described in Item 625 of Tariff 29-T (I.C.C. Nos. 124, A-281, 2265 and 1236 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) from Rate Basis 4 and west to Pacific Coast ports.

11171—Electric sad irons and household electric appliances, CL, eastbound: Request for carload rate of approximately \$1.38 per 100 lbs. on electric sad irons, minimum weight 30,000 lbs., from California to Group "D" under Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), or that Item 2280 of Tariff 3-A be amended to provide for rate of about \$1.38, with increased minimum weight, to Group "D".

11172—Sewer pipe, CL, westbound: Request for amendment of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for reduced carload rate on sewer pipe from Group "J" to Phoenix, Ariz., which will compare favorably with rates applicable from California to Phoenix.

11173—Animal or poultry feed, CL, eastbound—California to Stations in North and South Dakota: Request for amendment of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for carload rate from California to stations in North and South Dakota on animal or poultry feed as described in Item 1805-C of the Tariff, which rate will compare more favorably with rate of 85½¢ per 100 lbs., minimum weight 40,000 lbs., named in the item to Groups "P" and "Q".

11174—Cotton Bias Tape, LCL, westbound: Request for inclusion of cotton bias tape, cut from original piece and placed in roll bolts, less carloads, in Item 2375 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

11175—Rope and cordage, CL, eastbound, minimum weight: Request for reduction in minimum carload weight from 40,000 to 30,000 lbs. under Item 1670 of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent).

11176—Paper winding cores (compressed paper pulp with metal ends), empty, returned, LCL, eastbound: Request for establishment of the following less carload rates in Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent) on these paper winding cores, empty, returned from Arizona to:

Groups:	C-C1	D	E
	\$1.40	\$1.35	\$1.30 per 100 lbs.

11177—Differential lake and rail rates on cold-pack berries or fruit, CL, eastbound: Request for amendment of Tariffs 2-Y (I.C.C. No. 1233, H. G. Toll, agent) and 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide for differential rates from the Pacific Coast via lake and rail movement to Buffalo, N. Y., on cold-pack berries or fruit as described in Items 1916-A and 1970-B of Tariff 2-Y and Items 1975-A and 1970-A of Tariff 3-A.

11178—Graphite crucibles in mixed carloads with machinery, etc., westbound: Request for inclusion of graphite cruci-

bles, mixed carloads, in Item Tariff 1-H (I.C.C. Nos. 126, A-2 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

11179—Platform or warehouse tractors, or trucks and tractor hined, LCL and CL, westbound, request for amendment of Tariff 3-A (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for less carload commodity rates on form or warehouse trucks or tractors and tractors combined Group "C" to California account available via Atlantic ports and Panama Canal.

11180—Tile (facing or flooring), or earthen (encaustic or plain), or unglazed, CL, westbound: Request for amendment of Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 120, A-272 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for the following carload rates applicable to the Pacific Coast from Groups:

	95¢	88¢ per 100 lbs.
--	-----	------------------

11181—Alfalfa meal manufacturer, transit from alfalfa hay, CL, eastbound: Request for amendment of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent), to provide that shipment of alfalfa meal (Item 1045-B) manufactured-in-transit from alfalfa (Items 2195-A and 2200) will be eligible for on basis of the alfalfa meal traffic originating in California.

11182—Bar lead, pig lead and lead, CL, eastbound: Request for inclusion of bar lead, pig lead and lead in Item 2450 of Tariff 2-Y (I.C.C. No. 1226, H. G. Toll, agent).

11183—Garment hangers, wood or wire combined, LCL, eastbound: Request for amendment of Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent) to provide for the same less carload rate on garment hangers, wood or wire combined, from California to eastern destinations as applicable to Item 5610 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

11184—Casein, CL, eastbound: Request for amendment of Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent), to provide reduced carload rates, minimum weight 50,000 lbs., on casein (Item 1475) from California to eastern territory, rates will compare more favorably with rates on dried buttermilk (Item 1815).

11185—Iron or steel wire nails, imported from Europe, LCL, eastbound: Request for carload rate of 77¢ per 100 lbs. on iron or steel wire nails, minimum weight 80,000 lbs., imported from Europe, from California ports to Group "J" under Tariff 3-A (I.C.C. No. 1226, H. G. Toll, agent).

11186—Wool, imported, CL, eastbound to eastern Canada: Proposal to add the following items of Tariff 1-H (I.C.C. No. 1231, H. G. Toll, agent) reducing the less carload rates from California ports to Rate Bases 13 and 14 to the basis shown:

Item 1090—	\$1.25 per 100 lbs.
Item 1095—	\$1.75 per 100 lbs.

11187—Clothing and cotton warp shirtings, mixed carloads, westbound: Request for amendment of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for mixed carload rate of \$2.45 per 100 lbs. on clothing (Item 2139) and cotton warp shirtings (Item 2118), minimum weight 20,000 lbs., from Group "C" to California.

# Latest Leads for W BUSINESS

Below are the names of new changes of address of old engaged in the business under they are classified. Domestic Trade of the Industrial Department.

- R. Gallegos (fire insurance), 216 Pine.
- Chateau Apartments, 2701 55 Ave.; One-Forty-Five Gough
- E. A. Neumarkel, 544 Market
- Harold E. Haven, 235 Mont-
- Jacob S. Meyer, 760 Market.
- Napoli Bakery, 3138 Fillmore
- Natural Permanent Shop (Betty McLaughlin), 644
- Bean Son Co., 758 to 981 Mis-
- J. S. Greggans, 1801 Haigt.
- Hirsch Book Store, 52 Turk.
- C. Greenman Co., 681 Mar-
- Aeroil Burner Co., Inc., 469
- Nixon Chemical Co. (T. A. n), 2255 North Point.
- B & J Cigar Store, 682 Post;
- 501 Eddy to 585 Post;
- 3829 San Bruno; Joe Mirandi,
- Romea Plamondon, Colma;
- Dry Cleaners, 1318 Hayes.
- W. M. Berniker, 154 Sutter;
- (second hand), 169 6th.
- Hogg & Trump, 1951 Oak
- Regan & Co. (John C. Regan),
- 58 Sutter.
- Gwenloyd, 150 Powell.
- Stover Co. (Edw. W. Ludolph),
- Adam B. Blascynski, 2031
- O. Anderson, 1026
- Dr. J. Lawrence Branick,
- Dr. C. H. Pearce,
- 450 Sutter; Dr. E. R.
- 1695 Haigt to 450 Sutter; Dr. F. A.
- 135 Stockton.
- Bay City Transfer Co., 1018
- Pacific; California Motor
- 434 Ellis; Furniture Trans-
- San Jose & S. F.
- 953 Harrison to 237
- Shimamoto, 1530 Geary;
- Furniture Movers (John C. Clay),
- 237 6th.
- Continental Diamond Fibre Co.,
- 376 5th.
- Lenasney Bros.,
- L. A. Handelsman & Co.,
- 2767 Market; Maxie
- Perfection Gear Co., 550 to 1066
- Hillcrest Grocery, 1667 Leav-
- Fox Hotel, 245 Powell.
- Casa Del Valle, 153 Kearny.
- Bender, 255 Cal-
- Brush Slocumb & Co., 111
- A. O. Samuelson, 235 Montgomery.
- Henry Lee, 1040 Hyde.
- C. L. Dall, 99 6th.
- Rogers & Page,
- Reinhardt's Inc. (general),
- Borden Sales Co. Inc., 503 Market
- Mabel C. Spence, 130
- Seaside Oil Co., 525 Market.
- Thos. H. Rich-
- 550 9th Ave. to 1551 Funston.
- Seipp & Hodcs, 942 to 948
- Pacific Pulp Sales Co., 313 San-

- Radio—Cassidy & Dilo, 2115 Polk;
- Charles Radio Shop, 1530 Geary.
- Radio Advertising—F. Gaus, 918 Mar-
- Real Estate—C. M. Wooster, 572 Market
- Restaurants—Dan's Coffee Shop, 1781
- Haigt; Financial Buffet, 524 Sacra-
- mento; Royal Cafe, 1100 Polk.
- Rug Cleaning—J. P. Mortensen Rug
- Cleaning Co., 2125 San Bruno Ave. to
- Service Stations—W. J. Barnett, 19th
- Ave. and Sanliago; Hanrahan's Drive In
- Service Station, Geary and Steiner
- Stenographer—Frances A. Speckman
- (publ.), 255 California to 216 Pine.
- Stoves—Royal Stove Works, 800 Inda-
- Tea Room—Montmartre, 5546 Geary.
- Time Recorders—Insto Time Recording
- Co. (R. W. Ebeling), 7 Front.
- Watchmaker—Fred Lighter, 49 Post.
- Women's Apparel—Dolly Lewis, 154
- Sutter; Etta Mason, 160 Geary.
- Miscellaneous—American Bitumuls Co.,
- 503 Market to 200 Bush; Frank Cator, 24
- Turk; Junbo Lemou Co. (Harry B. Nel-
- son), 320 Drumm; Kills & Hutchinson,
- 1519 Irving; W. L. Mackey & Co., 1026
- Folsom to 777 Mission; Mills Indicator
- Co. Ltd., 140 24; Mil-Mop Mfg. Co., 2707
- Folsom; J. H. Nebelt Pressing Lld.,
- 500 Sansome; Pacific Leasehold Corp. (J. W.
- Donnelly, Frederick Thompson, W. H.
- Shervy), 156 to 155 Montgomery; Patent
- & Licensing Corp., Shell Bldg.; Rosenthal-
- Friede Co., 49 Geary; Wm. Rosenthal, 77
- Farrell to 49 Geary; Western Press
- Service, 256 Sutter; Winkle Shop, 1007
- Larkin; Wm. D. Young, 516 Ellis.

### CORRECTION

Pumps—Deming Co., previously reported as having moved from 854 Folsom to 7 Front, in error. Present address, 854 Folsom.

## Transcontinental Freight Bureau Docket

[continued from page 2]

- 11188—Vegetables, CL, eastbound—pack-
- age description: Proposal to amend
- Sec. 1, Item 3500 of Tariff 3-B (I.C.C.
- No. 1238, H. G. Toll, agent), by chang-
- ing the package description to read:
- "in packages."
- 11189—Tooth brushes, in individual card-
- board paper cartons, packed in straw-
- board boxes, LCL, westbound: Request
- for inclusion of tooth brushes, in in-
- dividual paper cartons, packed in
- double-faced corrugated strawboard
- boxes fully complying with Rule 41,
- Western Class'n, in Item 1870-series of
- Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273
- and 1237 of Frank Van Ummersem,
- W. S. Curlett, R. T. Jones and H. G.
- Toll, agents, respectively) and 4-D
- (I.C.C. Nos. 126, A-272, 2232 and 1230 of
- Frank Van Ummersem, W. S. Curlett,
- B. T. Jones and H. G. Toll, agents, res-
- pectively).
- 11190—Pineapples, CL, westbound: Pro-
- posal to cancel Section 1 entirely from
- Item 2690 of Tariff 1-H (I.C.C. Nos. 126,
- A-283, 2273 and 1237 of Frank Van Um-
- mersem, W. S. Curlett, B. T. Jones and
- H. G. Toll, agents, respectively).
- 11191—Plywood (softwood) with fir cores,
- aced with hardwood veneers, in mixed
- cardboard with plywood (softwood) with
- fir cores and fir veneer, etc., eastbound:
- Request for amendment of Item 180 of
- Tariff 17-K (I.C.C. No. 1240, H. G. Toll,
- agent), Item 40-F of Tariff 18-K (I.C.C.
- No. 1222, H. G. Toll, agent) and Item
- 40-B of Tariff 28-J (I. C. C. No. 1235,
- H. G. Toll, agent), (list of softwood
- lumber and articles manufactured
- therefrom including plywood and veneer,
- subject to commodity Group "D"
- rates) to include plywood (softwood)
- with fir cores, faced with hardwood
- veneers, mixed carloads.
- 11192—Bees' Wax, LCL, eastbound: Re-
- quest for amendment of Tariff 2-Y
- (I.C.C. No. 1233, H. G. Toll, agent), to
- provide for the following less than car-

load rates on bees' wax from the North Coast to Groups:

D-E-F-G-H-N	J
\$3.00	\$2.81½ per 100 lbs.

11193—Application of rates on livestock between California and stations on the Chicago, Springfield & St. Louis Ry., westbound and eastbound: Proposal to amend Tariff 36-B (I.C.C. No. 1223, H. G. Toll, agent) as follows:

1. Include C. S. & St. L. Ry. Stations Medora to Lock Haven, Ill., inclusive, in list of stations under Illinois State Application, which are subject to Group "E" rates.
2. Amend the index of points from and to which rates named in Sec. 2 apply, also the geographical list of points taking Peoria and St. Louis rates under Sec. 2 as follows:
  - (A) Show C. S. & St. L. Ry. stations Springfield to Challeacon, Ill., inclusive, on the Peoria basis, routing eastbound via A. T. & S. F. Ry., Pekin, Ill., C. S. & I. M. Ry., Springfield, Ill., C. S. & St. L. Ry., also via A. T. & S. F. Ry., Henrietta, Mo., Wabash Ry., E. St. Louis, Ill., A. & E. R. R., Lock Haven, Ill., C. S. & St. L. Ry.; vice versa westbound.
  - (B) Show C. S. & St. L. Ry. stations Medora to Lock Haven, Ill., inclusive, on the St. Louis basis, routing eastbound via A. T. & S. F. Ry., Henrietta, Mo., Wabash Ry., East St. Louis, Ill., A. & E. R. R., Lock Haven, Ill., C. S. & St. L. Ry.; vice versa westbound.

11109 (amended)—Carpets or carpeting, viz.: cork, linoleum, felt base, etc., also oil cloth (other than floor oil cloth), felt or paper carpet lining, etc., CL, westbound: Proposal to amend Tariff 1-27 (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for proportional rate of \$1.26 per 100 lbs., minimum weight 50,000 lbs., on linoleum and other articles as described in Item 1945 of the tariff, from New York Piers of the "Morgan Line" to New Orleans, La., Galveston, Tex., or Houston, (Clinton Dock), T. & N. O. R. R. to El Paso, Tex., Southern Pacific Company to Phoenix, Ariz.; rate to apply on traffic originating at Marcus Hook, Pa.

11068—Minimum carload weight for shipments in cars of less capacity than the required minimum—non-application of 2-for-1 rule in connection with items showing alternative bases of rates: Proposal to amend all items of Tariffs 1-G and 4-D by incorporating therein a provision to the effect that rates are not subject to Sec. 1 of Item 792-series of the tariffs.

11069—Minimum carload weight for shipments in cars of less capacity than the required minimum—non-application of 2-for-1 rule in connection with items showing alternative bases of rates: Proposal to amend all items of Tariffs 2-Y and 3-A by incorporating therein a provision to the effect that rates are not subject to Sec. 1 of Item 402-series of the Tariffs.

# Foreign and Domestic TRADE TIPS

Inquiries concerning these opportunities should be made to the Foreign Trade Department of the San Francisco Chamber of Commerce, DA venport 5000, list numbers being given.

## FOREIGN TRADE TIPS

- 20172—Export Department Service. New York, N. Y. An old established New York firm is prepared to act as the export department for San Francisco manufacturers who may not be equipped for export trade. The New York house will assume credit risk responsibility. Local references.
- 20173—Canned goods and dried fruits. London, England. Firm wishes to secure the representation for local exporters of canned goods and dried fruits. References.
- 20174—Commission Agent. Copenhagen, Denmark. Party wants to obtain the agency for an exporter of canned goods, dried fruits, and other articles in the Colonial produce line. References.
- 20175—Copper Scraps. Los Angeles, Calif. Party wishes to establish connections with an exporter of old copper who exports to Germany.
- 20176—Ice Boxes. San Francisco, Calif. French manufacturer of very cheap ice boxes seeks an agent in San Francisco.
- 20177—Powder Puffs. San Francisco, Calif. French manufacturer of powder puffs made of swansdown is seeking an agent for his product in San Francisco.
- 20178—Tools. Wuerttemberg, Germany. Manufacturer of tools for metal industry wishes representative.
- 20179—Cooking Utensils. Mettmann, Germany. Manufacturer of Aluminum cooking utensils desires an agent.
- 20180—Bone and Skin Glue. Berlin, Germany. Exporter of Russian bone and skin glue desires connection with importer.
- 20181—Novelties. Leipzig, Germany. Manufacturer of view cards, souvenir albums, reproductions, etc. wants connections.
- 20182—Tannin Extract. Wiesbaden, Germany. Manufacturer of tannin extract is desirous of securing connections with importers.
- 20183—Wire and Manila Ropes. Landsberg, Germany. Wire and manila rope manufacturer is seeking connections with local importers.
- 20184—Olive Oils. Bari, Italy. Party is inquiring for names of importers of Italian olive oil and Italian olive oil foots for soap making.
- 20185—Fish, Rice and Prunes. Piree, Greece. Party wishes to make connections with exporters of Santa Clara prunes, canned fish, and rices. Terms, shipping directions, etc., on file.
- 20186—General Trade. Tsingtau, China. General export-import firm wants to make local connections. List of articles imported and exported is on file, also bank references.
- 20187—Food Products. Harbin, Manchuria. Party is interested in making connections with exporters of sardines, fruits, cocoa, coffee, molasses, and coconut oil.
- 20188—Straw Hats. Shanghai, China. Firm is seeking a market for its hand woven sisal and manila hemp hats.
- 20189—Old Newspapers. Chefoo, China. Company is able to take up to 500 tons of overruised newspapers

[continued on page 4]

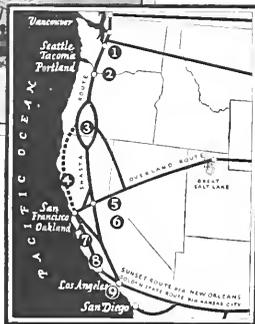
Advertise :: :: :: your products in "San Francisco Business" :: :: :: For Quick Service, Call DAavenport 5000

# Rails that explore the whole Pacific Coast...

—and fast trains that serve your chosen playground at low summer fares



Southern Pacific agents will gladly furnish information on resorts, fares, special tours, etc. They will help you plan your trip. Or write to E. W. Clapp, 65 Market Street, San Francisco, for travel information and free, illustrated booklets.



NORTH and South, East and West, this railroad's gleaming rails explore the whole Pacific Coast. And famous trains with every travel comfort relieve you of the strain of "getting there."

Overnight Pullmans to many points invite you to ride as you sleep, saving the daylight hours for play. Southern Pacific offers you choice of five trains daily to the Pacific Northwest; nine trains daily between San Francisco and Los Angeles. Through Pullmans from San Francisco without change of cars to Tahoe, Yosemite, Portland, Tacoma, Seattle, Spokane, and many other vacation centers.

Low summer roundtrip fares are now in effect throughout the Pacific Coast. "The Evergreen Playground of the Pacific Northwest" is reached by SHASTA ROUTE. You can vary your trip by a motor coach tour through the Redwood Empire en route.

Two routes between San Francisco and Los Angeles—Coast Line and San Joaquin Valley Line—each with its treasure of vacation regions.

## Low Fares to the East

Low summer roundtrip fares to the East are on sale daily until September 30, return limit October 31. These fares are the same on all railroads, but only Southern Pacific offers choice of Four Great Routes to the East—go one way, return another . . . and Southern Pacific offers through Pullmans from the Pacific Coast to many more Eastern destinations than any other railroad. Liberal stopover privileges. A few examples of the low summer roundtrips:

NEW YORK CITY . . . . .	\$151.70
BOSTON, MASS. . . . .	157.76
CHICAGO, ILL. . . . .	90.30
CLEVELAND, OHIO . . . . .	112.86
KANSAS CITY, MO. . . . .	75.60
NEW ORLEANS, LA. . . . .	89.40
WASHINGTON, D.C. . . . .	145.86

# Southern Pacific

FOUR GREAT ROUTES FOR TRANSCONTINENTAL TRAVEL

Just to remind you  
that **11,000**



**RED  
WHITE  
& BLUE  
Standard Oil Dealers**

**will supply you with  
*unsurpassed* Motoring Products  
~and an improved Motoring  
Service that you should know about!**

The improved standard of motoring service that 11,000 Red, White and Blue Standard Oil Dealers are asking you to test is built, first of all, upon the quality of the products they sell.

It's a fine family.

STANDARD ETHYL GASOLINE—The premium motor fuel.

RED CROWN—The gasoline of quality—everywhere.

THE NEW ZEROLENE MOTOR OILS—Money can't buy better oil.

CARGOYLE MOBILOIL—The best eastern oil.

Equipped with these, the Red, White and Blue Dealer will furnish to you exactly the products that have been approved for use in your own car by the manufacturer himself.

Unsurpassed motoring products, and, among 11,000 dealers, a single Standard of Service—the best possible—make an unbeatable combination in motoring value and enjoyment wherever you go.

STANDARD OIL COMPANY OF CALIFORNIA



LISTEN IN—Presenting the Standard Symphony Orchestra, The Standard Symphony Hour offers its programs of enjoyable music every Thursday evening from 7:45 to 8:45 p.m. over KFI; KGO; KGW; KOMO and KHQ.



Officers of the San Francisco Chamber of Commerce

Almer M. Newhall  
*President*

L. O. Head  
*First Vice-President*

J. W. Mailliard, Jr.  
*Second Vice-President*

Robert Newton Lynch  
*Third Vice-President and Manager*

Albert E. Schwabacher  
*Treasurer*

W. F. Benedict  
*Assistant Manager and Comptroller*

Board of Directors

H. M. Adams                      A. M. Brown, Jr.

A. F. Lemberger

H. D. Collier                      Leland W. Cutler

R. Stanley Dollar

L. O. Head                      A. F. Hockenbeamer

F. L. Lipman

Geo. P. McNear                      J. W. Mailliard, Jr.

L. H. Marks

Frederick H. Meyer                      Almer M. Newhall

N. R. Powley

J. T. Saunders                      Albert E. Schwabacher

Donzel Stony

D. G. Volkman                      Louis A. Weidenmuller

A. Emory Wishon

Chairmen of Standing Committees

A. Emory Wishon, *Agricultural*

Frederick Baruch, *Appeals*

Henry Rosenfield, *Arbitration*

R. J. Murphy, *Bean Trade*

Frederick H. Meyer, *Bridge and Highway*

Robert Dollar, *China Commerce*

J. W. Mailliard, Jr., *Finance*

Ian Armstrong, *Foreign Trade*

Herbert Eloesser, *Domestic Trade*

C. J. Kelly, *Fresh Fruit Export*

George P. McNear, *Grain*

L. O. Head, *Industrial*

Wallace M. Alexander, *Japanese Relations*

J. H. Polhemus, *Latin American*

Robert B. Henderson, *Legislative*

J. C. Rohlf, *Marine*

Capt. C. W. Saunders, *Maritime and Harbor*

N. R. Powley, *Membership*

Donzel Stony, *Municipal Affairs*

L. H. Marks, *Publicity*

J. W. Mailliard, Jr., *Transportation*

SAN FRANCISCO BUSINESS

Published weekly by the San Francisco Chamber of Commerce  
205 Merchants Exchange Building • Phone DAvenport 5000  
Entered as second-class mail matter at the Post Office, San Francisco, California, under the Act of March 3, 1879  
SUBSCRIPTION FOUR DOLLARS A YEAR

GEORGE L. NORTH, *Editor*

H. H. DEMPSEY, *Advertising Manager*

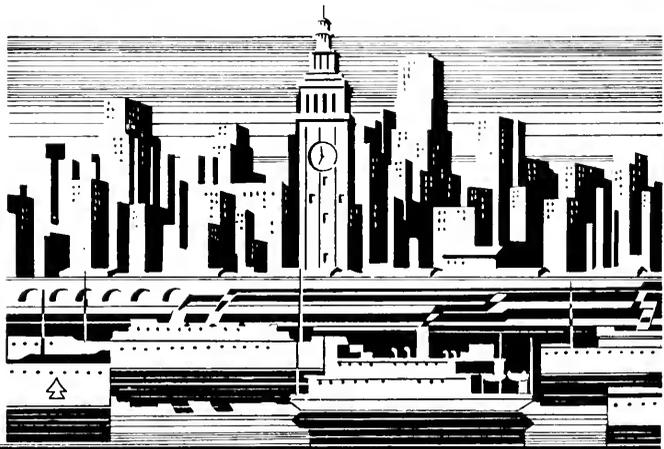
Vol. XX

SAN FRANCISCO, CALIFORNIA, JUNE 11, 1930

No. 24

TABLE OF CONTENTS

COVER ILLUSTRATION	Page
<i>A Painting of Fisherman's Wharf by Irving Sinclair</i>	
THE PRESIDENT'S PAGE	6
<i>By Almer M. Newhall</i>	
THE WORLD TRADE OUTLOOK	7
<i>By James A. Farrell</i>	
"ELECTRICALLY SPEAKING"	9
<i>By A. F. Hockenbeamer</i>	
PACIFIC COAST AERONAUTICAL EXPOSITION	11
DAYLIGHT SAVING VS. PLAYLIGHT SLAVING	12
<i>By Dudley Burrows</i>	
SAN FRANCISCO'S PUBLIC CATTLE MARKET	14
THE PAN-AMERICAN CONFERENCE	16
<i>By C. C. Young</i>	
OUR MODERN FLEET	17
<i>By Robert L. Smith</i>	
TAKING THE RISK OUT OF BUSINESS	18
<i>By Lucrezia Kemper</i>	
THE LIFE INSURANCE CENTER OF THE WEST	20
<i>By Charles M. Goodman</i>	
FOREIGN TRADE TIPS	33
LEADS FOR NEW BUSINESS	31
TRANSCONTINENTAL FREIGHT BUREAU DOCKET	38



# The President's Page

THIS is the last time I sign The President's Page. In another week the Chamber will have a new Board of Directors and a new President. In the past year much has been attempted, some ground gained. One thing seems apparent: San Francisco has waked up to the importance of a Chamber of Commerce and is asking, demanding the Chamber's leadership in economic and civic affairs in the city and the Bay District. Every newspaper in San Francisco, and some outside, has been discussing the Chamber and its affairs now for many months. The attention of the city has been focused on us. Some of the published attention has been critical. That is healthful, especially criticism that is true; the false and loose will not endure because San Francisco is a "thinking city." San Francisco is emerging, evolving. The Chamber must grow with it, lead, guide the economic and social forces at work in the march forward to greater community prosperity and happiness. The effectiveness of a chamber of commerce is measured by the support its membership gives it and the degree of consent and approval of the community as a whole.

## San Francisco-Oakland Metropolitan Area

THE 1930 Federal decennial census of population found 625,974 inhabitants in the city and county of San Francisco, 14,897 residents to each of the city's 42 square miles. In Oakland 284,213 inhabitants were counted, a total for the two cities of 910,000 in round numbers. Final returns of the Federal enumeration in all of the cities and towns of the peninsula, east and north shore counties added to the Oakland-San Francisco figures will give our natural geographical—economic city a total population of close to 1,500,000 residents. This "city," representatives of the nine bay counties have agreed to call the San Francisco-Oakland Metropolitan Area. The United States Government through the Census Bureau of the Department of Commerce will so recognize it although some portions of the nine counties may not be included in this designation by the Government. That is progress, mental as well as economic. It means we have escaped from our arbitrary, confining political boundaries and have become "regionally minded." We recognize that we of the Bay Area are one, cast by nature into a natural economic environment common to all of us with common problems and a common goal. Through the Committee of '49' we are now examining that environment, taking inventory of our problems, our assets and our liabilities, fixing the goals, preparing to etch ourselves into the national consciousness for what we are and what we may be.

## Sunnyvale

OUR case for the \$5,000,000 Navy Dirigible Base at Sunnyvale has been presented in its entirety to the Naval Affairs Committee of the House of Representatives.

We had the best case because Sunnyvale, by virtue of the sworn testimony of the Navy air experts, is the best location for the base. The case is in but not closed. The hardest part of the fight is ahead when the case goes before Congress. It has been a costly fight but the results even to date have been worth it. We have found out that the communities of the Bay District can pull and will pull together. We can thank the Junior Chamber of Commerce for this demonstration. For eighteen months the Junior Chamber battled through indifference and opposition, against the "can't-be-dones" and the "it-won't-be-dones" until today the attention of the Nation is focused on Sunnyvale with more than an even chance that Congress will select it as the base for lighter-than-air defense of the Pacific Coast. A Navy salute to the Junior Chamber: "Well done."

## The Malolo Cruise

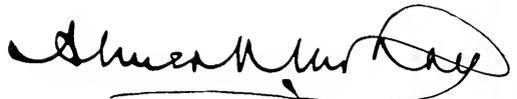
ONE of the outstanding events of the Chamber year was the cruise of the Malolo last fall to other nations bordering the Pacific. It was an argosy of friendship and goodwill that will long be remembered by the business men and citizens of our neighboring countries of the Orient, Australasia, and the South Pacific and will reflect itself in mutual understanding between San Francisco and the capitals of the lands that were visited.

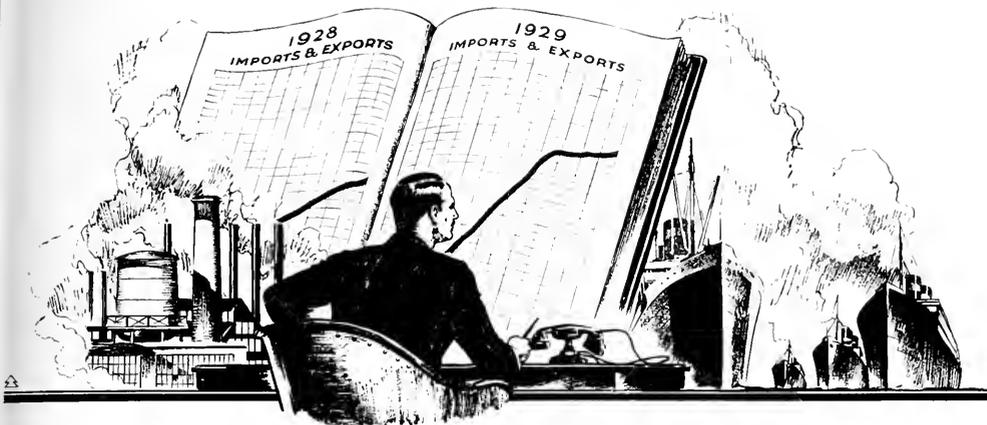
## More Progress

THE War Department has recommended the construction of an Army Air Bombing Base in Marin and another heavier-than-air depot base in Alameda. Bills to carry out the recommendations are now before Congress. The Chamber has been working alertly on these projects for many months. Both bases, if approved by Congress, mean millions of dollars in construction work and further development of San Francisco and the Bay Area as Army and Navy headquarters on the Pacific.

## And Now, Goodbye

IN bidding goodbye to the Presidency, personally, I bespeak the support of the membership and the community for the new Board of Directors and officers who take office next week. They will inherit heavy burdens, grave problems. I thank the press of San Francisco for its kindly attitude; the men who have served these trying months with me on the present Board; those who have carried the burdens of the committee work at great expense of time and energy; the membership for its patience, and finally, those loyal members of the Chamber's staff who have helped me through the school of the Presidency.





# The WORLD TRADE Outlook

By James A. Farrell  
*President United States Steel Corporation  
 Chairman National Foreign  
 Trade Council*

THE international commerce of the world is passing through a period which finds no close parallel in recent years. Measured by the usual standard of the dollar values of exports and imports, its present rate of activity is shown to be considerably slower than that of only a few months ago. The customary examination of totals for the calendar year does not correctly reveal the present situation. The trade of the first eight or nine months of 1929 proceeded at an unusual pace, so that despite the slackening that occurred toward the close of the year the aggregate for the full twelve months constituted a new record, both for the United States and for the world. Our exports for 1929 approximated five and a quarter billions. They were the greatest in value since 1920, which was a year marked by special conditions that unfitted it for use as a standard of comparison. In volume, our exports for last year were the greatest ever recorded, a fact which is emphasized by consideration of the lower commodity prices which obtained generally throughout the year.

There was a gain in imports during 1929 of seven and one-half per cent in value and probably of a

higher percentage in volume due to the fact that prices were lower on several of the raw materials and crude food stuffs, which constitute a large part of the volume of our imports. Nine of the twelve leading imports were obtained at lower prices last year than in the year before. An outstanding case was that of rubber, the importation of which for 1929 was almost thirty per cent greater than in the preceding year, although the total value was about two per cent less.

Under normal conditions or with a world situation approximating that which obtained in the first half of 1929 these heavy imports of raw materials would have indicated at least a continuance of the rate of industrial production in the United States, if not an actual increase of our activities.

These figures for the first nine or ten months of last year present a picture that would be more pleasant to contemplate if we did not realize that several of its prominent features have undergone marked changes since last fall.

There are certain factors of last year's situation, however, which even under present conditions are worthy of consideration and which offer considerable stimulation to continued effort on our part.

Probably the outstanding feature of American foreign trade during the last score of years has been the marked change that has occurred in its character, the steady decrease in the proportion borne by raw materials and foodstuffs in the total of our exports and the corresponding increase in the proportion won by the products of manufacture, including the three great groups of finished manufactures, semi-finished manufactures and manufactured foodstuffs.

Our export trade for the calendar year 1929 showed that raw materials and crude foodstuffs combined were slightly more than one quarter of the whole, whereas, products of manufacture constituted nearly three-quarters of our total exports, and finished manufactures alone were approximately one-half of the total. That is what we have been striving for during the past fifteen years.

There is genuine encouragement to be found in consideration of this fact for it is notable that the gain was achieved in precisely that element of our export trade that is directly responsive to merchandising enterprise and skill.

It is well known that in the case of raw materials and crude foodstuffs the initiative lies with the buyer rather than with the seller. Those who need raw materials for their industries search the markets of the world to secure them. Demand for selling effort is minimized by the activity of the buyer.

But in the case of the products of manufacture, the initiative is on the part of the seller. This calls for enterprise and skill in merchandising, and it is particularly in that factor of our foreign trade that the United States has made the most important advance in recent years. The ingenuity of American producers in turning out a great variety of articles of convenience, service and amusement has contributed substantially to this development. The enterprise of the producers of processed or packaged foods has also had its share.

California now ranks fourth among the states as a source of American exports. In 1926 her exports, exclusive of re-exports of foreign

merchandise, were valued at \$287,808,000; in 1929 this figure had amounted to \$372,536,388. In the same period, imports solely for American use rose from \$259,710,000 to \$276,347,512 and gross business from \$517,518,000 to \$648,883,900. Los Angeles has shown the most startling increase in foreign trade, exports having multiplied in value 200 times in 14 years.

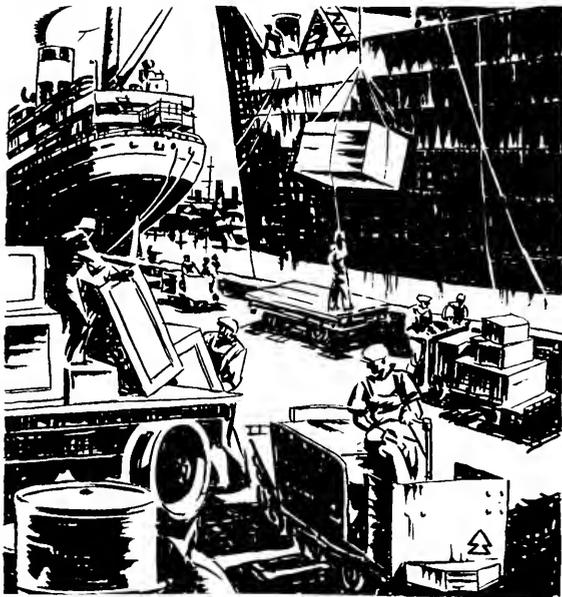
The vigorous efforts made in foreign markets, demonstrating to other peoples possibilities of increasing their range of food supplies, have aided materially in the growth of our export trade.

Encouragement for the future lies in the fact that our merchandising organization has not been affected adversely by the conditions which have brought about the general slowing up of international commerce all around the world. Our producers and traders have not lost skill because the volume of their trade has decreased, and it is certainly a fact that they have not lost enterprise and courage. On the contrary, it would be in accordance with what we believe to be genuinely characteristic of them to see them put forth even greater effort and show increased determination rather than yield to discouragement due to temporary factors.

We have been receiving during the last few months a new demonstration of the important proposition that if we are to maintain the rate of progress in international commerce to which we have attained, and especially if we are to add to it as we should, we must be alert and active. We must study conditions and situations as well as produc-

tion. The business of trading with the other 122 markets of the world will not permit relaxation if success is to be achieved.

If we will make a candid and open-minded examination of the present situation of world trade, with the purpose of disclosing its causes, so that we may guard against their repetition, we will come, as always in such cases, to certain economic facts that are of controlling importance. The position of the United States as a factor in interna-



# 'Electrically Speaking'



By A. F. Hockenbeamer

*Chairman Executive Committee Fifty-Third Annual Convention  
National Electric Light Association*

**T**HERE are a number of pioneer achievements in electrical development which have taken place either in San Francisco or in the adjacent northern California

areas. These accomplishments form important chapters in the history of the electric industry not only of the Pacific Coast but of the entire nation. They provide San Francisco with a background of more than ordinary interest and significance in its role as hostess city to the National Electric Light Association for the fifty-third annual convention of that organization, to be held here June 16 to 20.

This great gathering of thousands of commercial and technical executives, representing practically every electric utility company in the United States, provides

a proper occasion for a review of some of the things which have contributed toward giving this part of the West a prominent place in the story of electricity.



A. F. HOCKENBEAMER

The first central station for the generation and distribution of electric light and power throughout a city was established in San Francisco. It was only last September that we observed the fiftieth anniversary of that event. Among other pioneering efforts in northern California were the first experiment in rural electrification; the first long distance transmission line construction at 60,000 volts; and the first complete central load-dispatching system.

In September, 1879, the newly incorporated California Electric Light Company began operation

of a generating station near the corner of Fourth and Market streets, in the rear of the site now occupied by the Pacific Building.

Permits to install the generating machinery and place poles and wires for delivering the current to customers had been obtained from the Board of Supervisors and when the enterprise began oper-



*The Ferry Building welcomes the visitor to the City of Light.  
Photo by Californians Inc.*

ation it was acclaimed as the first plant of the kind in the world. Prior to that time electric lights had been used to some extent in factories and mills, but this was conceded to be the first station distributing electric light current throughout a city.

The station had a short life, however, being destroyed by fire the following April. A new station was built in O'Farrell Street between Stockton and Powell streets and service was resumed in the same year.

In rural electrification the first practical effort was made in northern California in 1898 near the station of Mayhews, on the railroad between Sacramento and Placerville. R. D. Stevens, a fruit farmer, was inspired by the presence of the transmission line which ran through his property from the hydro-electric plant at Folsom to Sacramento. He was struck by the possibility of using electricity for power to run irrigation pumps instead of steam or gas engines.

The problem of how to control current taken from the high tension transmission line presented

a major obstacle, but Stevens ultimately succeeded in having the General Electric Co. send an engineer from Schenectady to study the question. Three 50-kilowatt air-cooled transformers finally were installed at the farm to step the voltage down from 11,000 to 2200. Some idea of the primitive character of the equipment is given by the fact that the 100-horsepower motor was 6 feet high and weighed 6000 pounds.

The experiment proved a complete success and was operated without trouble for two years, when overheating of the transformers caused a fire that consumed the entire plant. It was rebuilt at once with oil-cooled transformers and with twice the capacity of the original installation, housed in a brick structure which is still standing today.



*Chinatown in San Francisco also goes in for modern lighting.  
Photo by Californians Inc.*

Although the use of electricity in agriculture in California spread slowly at first, the past two decades have seen a rapidly increasing trend toward the electrification of the farms in this state. It is now asserted that California farmers are heavier users of electricity than their rural brethren of any other state.

California made another momentous contribution to electrical progress in 1899, when power from the Colgate plant on the middle fork of the Yuba River was transmitted to Sacramento, 61 miles away, at a pressure of 30,000 volts. Within



# *Pacific Coast* AERONAUTICAL *Exposition*

**W**HAT gives every promise of being one of the most successful events the western aviation industry has ever known, will begin on June 28 at the Oakland Municipal Airport, Oakland, when the Pacific Coast Aeronautical Exposition opens a nine-day showing at that great flying field.

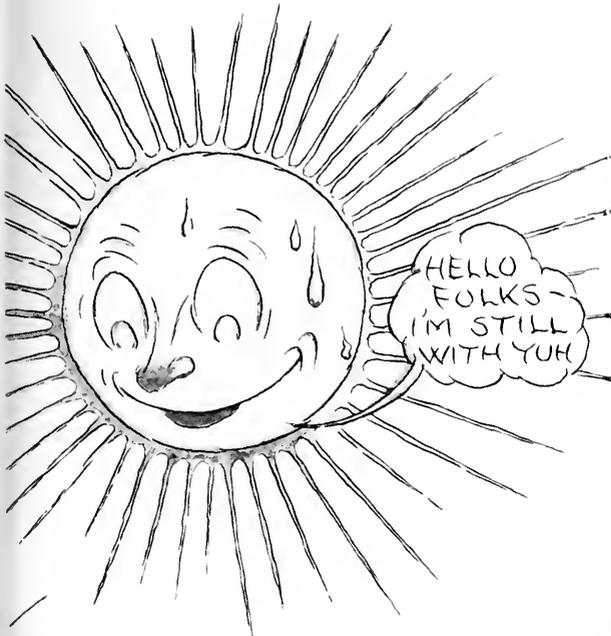
With huge air transports seating 32 passengers, smaller commercial ships, light sport planes, amphibians and flying boats and a galaxy of aeronautical equipment lined up for displays, and with a full program of air events covering the entire period of the show, including special 4th of July features, it is anticipated that fully 100,000 persons will pass through the gates of the exposition.

The Pacific Coast Aeronautical Exposition will give an opportunity to hundreds of thousands to view all of the latest developments in air transportation at close range.

The safety of modern flying will be the keynote of the exposition. Officials have been busy for months in planning a comprehensive program which will bear the message of aviation's efficiency in every possible manner. One of the most unique features of the show will be a course of more than 30 lectures devoted to every conceivable phase of aviation. These lectures will be presented through the co-operation of leading manufacturers and air schools and such additional authoritative centers as the Oakland Port Commission, the University of California and Stanford University, and will be accompanied by actual demonstrations of working models where planes, engines and safety equipment are topics.

Sponsoring the exposition are the American Legion and the National Aeronautic Association, with the sanction and co-operation of the Aeronautical Chamber of Commerce of America.





Europe, will be decided by initiative vote of the citizenry next November. It needs every vote it can possibly secure.

After all just what is Daylight Saving? Simply a slight readjustment of a piece of man-made mechanism—the clock—by means of which we synchronize our normal waking, working and whilom hours with the earlier sunrises and sunsets of the summer season.

Let us suppose, by way of illustration, that daylight saving has been adopted in California, commencing next year. Let us presume that you are in the habit of rising at seven o'clock, in order to be at your work by eight. You are contemplating the situation from a disinterested angle. Very well:

On the last Sunday in April you will have moved your clocks and watches ahead one hour; on the last Sunday in September you will move them back again. Suppose (still for the purpose of illustration) you have altered your



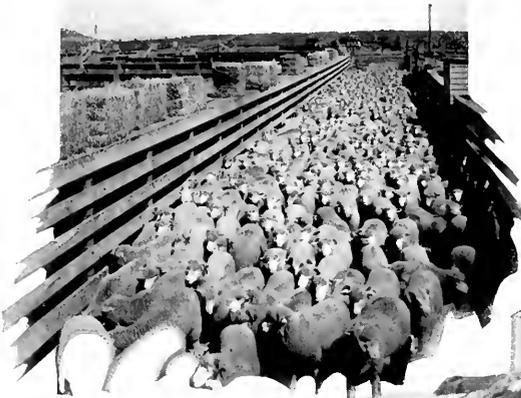
time-piece in accordance with the new law:

**You will still arise at seven o'clock, according to your watch!** The sun is well up in the sky, on its daily climb to Zenith and subsequent descent to Nadir. You are wide awake and ready for the activities of the day. As Mr. Ted Evans, chief editorial writer for the San Francisco News, so succinctly explained it in a recent treatise, "if this could be accomplished without our knowledge we would never know the difference."

During this period you are, of

[continued on page 21]

# San Francisco's Public Cattle Market



*Five-car string of Humboldt County Dorset lambs raised and shipped by the Russ Investment Co. of Eureka.*

**L**ONG before the days of gold, when San Francisco was known as Yerba Buena, cattle and sheep raising claimed the interest of Spanish Californians. This interest grew with the years from one of cattle raising to sheep, cattle and hog marketing. Then sprang up "Butchertown," later to be officially recognized by the state as the "Butchers Reservation," while near Baden Station, just over the line in San Mateo County, the Swifts, Armours, Cudahys and other national packers planned a packing-house city like that of South Chicago, to be known as South San Francisco.

A small packing plant was erected and added to year by year, until this and the others at "Butchertown," had grown to be important packing establishments from which thousands of spring lambs were shipped to the East each year in addition to the huge supply necessary for consumption in the San Francisco market area.

With all this market for meat products there had



*Hereford steers ready for market.*

not yet developed any central market place for the sale of cattle, hogs and sheep. Realizing the possibility of serving the growers throughout the West through such an organization through which their animals might be sold, at public auction, leaders in the meat industry organized the South San Francisco Union Stock Yards Company.

The new concern opened as a public livestock market on March 2, 1927, and from its inception has taken its place as one of the leading 67 public markets in the United States.

This new South San Francisco enterprise has

shown a steady increase in receipts of all classes of livestock and in 1929 more than one million dollars worth of livestock changed hands every month with sixty active buyers purchasing:

\$6,525,000 worth of Cattle

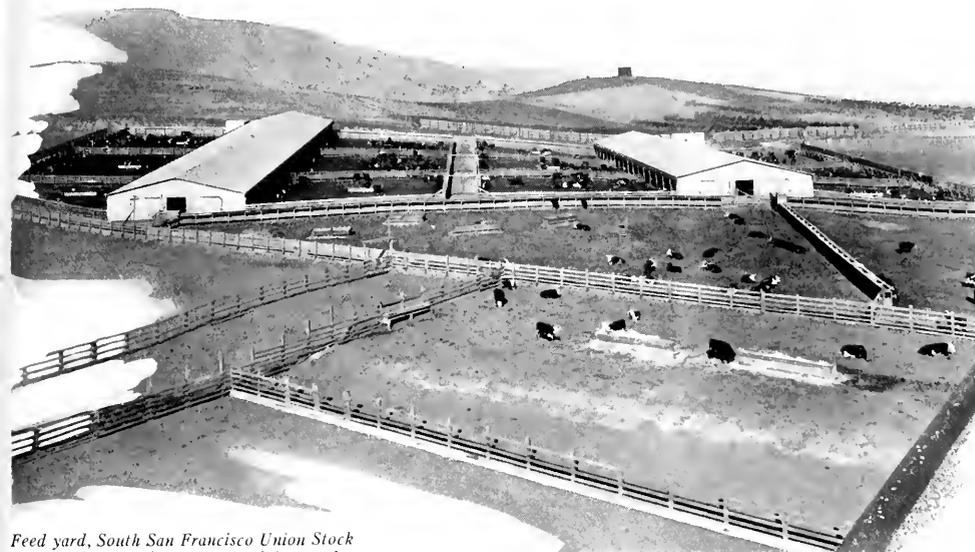
\$5,180,000 worth of Hogs

\$2,000,000 worth of Sheep

\$133,540 worth of Calves

The San Francisco Bay district consumes 200 carloads of livestock every week, and the South

Building, unloading chutes, drainage system, watering facilities, etc. It furnishes the handling service in the yards, but has nothing to do with the buying and selling of livestock on the market. The stockyards property is the market place where all purchases and sales of stock are made. This company also furnishes all feed, water and bedding



*Feed yard, South San Francisco Union Stock Yards, where cattle are fattened for market.*

San Francisco market furnishes a medium through which the livestock producer may secure a ready outlet for his cattle, lambs or hogs and the packer obtain his killing requirements of the various grades of livestock which his trade demands.

Exactly 8588 carloads of livestock, consisting of 72,580 cattle, 6070 calves, 259,029 hogs and 237,212 lambs were shipped to this market in 1929 from sixteen different states.

The property of the South San Francisco Union Stock Yards Company consists of eighty acres of land equipped with every modern facility for the expeditious handling of livestock. The sheep and hog pens, with a capacity of 12 carloads of lambs and 40 carloads of hogs, are all under cover with concrete floors, fresh running water and sanitary feed racks.

The cattle pen with a capacity of 40 carloads are also concrete with fresh running water in each pen and sanitary feed racks.

The Stock Yards Company owns all physical equipment which makes up the stockyards. It owns the land upon which the stockyards is located, pavement, pens, alleys, concrete houses, Exchange

used in the yards and keeps the premises clean.

The stock yards company also furnishes the services of un-loading, yarding and loading all livestock and weighs all livestock immediately after each sale.

Five livestock commission firms operate on the South San Francisco livestock market. The commission man in a central market is not a middleman, but acts in the capacity of an agent for the producer or shipper in the sale of his stock to the highest possible advantage and at no time buys stock from him for his own account. He provides professional sales services for the producer or shipper, an expert selling service, solely in the interests of the producer or shipper with fees for the service established by the United States Department of Agriculture.

This South San Francisco Union Stock Yards Company is open to receive livestock every day and night, so that no matter when the western stockman loaded his animals into car or truck, and regardless of the time of day or night the shipment reached the yards, there is always a crew on duty to receive and care for it.

[continued on page 32]



*The*  
**PAN-AMERICAN**  
*Conference*

**T**HE increasing value of exchanges of ideas between California and Latin America cannot be emphasized too highly. All over the world, countries and nationalities are rapidly learning that modern civilization is depending more and more upon the exchanges of ideas between the various peoples. Where formerly such exchanges of ideas were confined largely to diplomatic channels and between official representatives of governments, today we find a much larger tendency to promulgate such exchange of ideas, not exclusively through diplo-

*By*  
**C. C. YOUNG**

*Governor of California*



matic or government representatives but through the medium of those who make up the leadership of business, commercial, industrial and other fabrics of world-wide economic life.

The Pan-American Conference, to convene in Sacramento during August, seems to have met with much enthusiasm in virtually all of the countries. Replies to those invitations indicate that there is to be an excellent attendance of delegates and visitors from practically all of the South American and Central American countries. This attendance, of course, will be augmented by representatives from our own state, the United States and Canada.

As the Executive of the State of California, at whose capital city the conference is to be held, I take this occasion to say to the people of our own state that, in my opinion, the coming conference is an important one and its value both to California and to our neighbors in Latin America cannot be emphasized too highly.

One of the motives for the calling of such an unofficial congress of agricultural, business, industrial and civic leaders, representing the countries of the western hemisphere, was to stimulate those natural mutualities of interest that should prevail between the various countries and nationalities to be represented in this conference. Obviously, it would be most natural for California, as the most western state of the Union, to suggest the calling of such a conference and to bring plans into fruition which would schedule the conference at its own capital city, Sacramento.

While the actual program of the conference has not as yet been announced, it is assumed that it will take on the nature of round-table discussions, in a large general sense, where discussions can be carried on absolutely without any official restrictions or recourse to diplomatic standards, and out of which an interchange and exchange of ideas can come, of great value not only to California and to the United States, but equally valuable to all of the countries and nationalities represented. This is the first time in the history of American business, it is believed, that a meeting and conference of this kind has been scheduled.

# Our *Modern* Fleet

By Robert L. Smith

**M**ANY an active steamship company executive of today remembers the San Francisco waterfront of the nineties. Waters and barrels of sperm oil at the foot of Folsom Street. Coal bunkers on the site of the present Army and Navy Y. M. C. A. The Bowhead and White Cruiser saloons across from the Ferry Building, where crews from all ports of the world mingled. Open docks where San Francisco, on a Sunday, spent the day inspecting white-hulled windjammers with their tall royal and sky s'ls.

Comparatively speaking, that was only a short time ago, less than three decades.

The turn of the century marked the end of a picturesque era on the San Francisco waterfront. The sailing ship was disappearing, despite the in-

dignation of the deep-sea sailors. The reign of steam was definitely established, and one by one the familiar figureheads on clipper bows disappeared from the port. Some of the sailing vessels became coal barges, others went into the fishing trade, became training ships, or were tied up in forgotten coves to let their king posts rot away.

Just as steam vessel completely displaced the sailing ships, another revolutionary change is taking place along the same waterfront today.

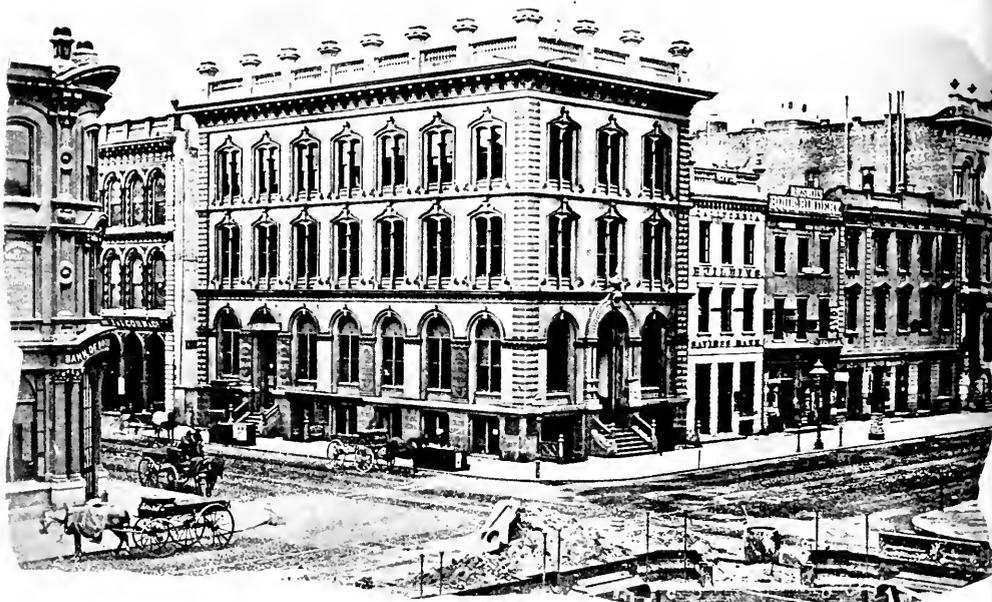
It has been going on in the last ten years—since 1920. It is the definite and rapid replacement of steam vessels with motor and electric driven craft to meet the stern competition for passenger and cargo traffic to and from Pacific Coast ports.

[continued on page 23]



Two of San Francisco's modern fleet leaving the Golden Gate. This unusual photograph, taken from the Marin Cliffs by Californians Inc., shows San Francisco in the distance.

# Taking the Risk Out of Business



*The first home of the Fireman's Fund, San Francisco, built in 1867, on the site of the present structure. This building was later enlarged and finally destroyed in 1906.*

*By* Lucrezia Kemper

**S**INCE man first ventured out of the dim caverns of the past, his life and all his endeavors have been fraught with risk. That these risks might be lessened, he learned to herd with his fellow creatures for mutual protection, and thus in time provided himself with the first forms of life insurance.

With his progression upward in the scale of living, the risks attending his various occupations changed with the changes in the method of their accomplishment. There came a time when he ceased protecting his goods and serfs with ball and powder, and began protecting goods and workmen with insurance in various forms.

Casualty Insurance, including its varied ramifications of liability, workmen's compensation, burglary, automobile, accident and health, and

fidelity and surety, arose to assume their just portion of the hazards of life and risks of business. That these types of insurance were a necessity is shown by the fact that, while it is the newest of all forms of protection—being less than a century old and practically all of its growth taking place in less than a generation—it is now second in size only to Life, and is the fastest growing of all the various branches of the insurance business.

Casualty Insurance is a development of the industrialization of human endeavor and the result of mass production. In the days when practically all manufacturing was done in the home, there was no thought given either to employer's liability or to workmen's compensation. But with the removal of the laborer from the home to the shops and factories and the invention of modern machinery,

with all the attendant risks of production, men soon learned that the workman was the most vital part of industry, and should accident befall him, while in the pursuit of his duties, he should be protected. That he might have this protection, a type of insurance known as workmen's compensation was founded.

To the impetus that mass production has given Casualty Insurance must be added that supplies by the automobile. In fact, the growth of Casualty Insurance may be traced directly to the desire of the world for motorized transportation. Out of this desire has arisen the congestions and snarls of traffic that make for accidents. It is against the risks of these accidents that automobile insurance indemnifies the policy holder.

The first casualty insurance ever written had to do with transportation. In 1849, when the risk of traveling by steam trains was not an inconsiderable one, and one which tended to reduce the amount of passenger traffic, the Railway Passenger Assurance Company of London began to issue, for a stated sum, insurance tickets to train passengers. These tickets provided indemnity in case of death or specific injuries which resulted from railroad accidents while the passenger was on a designated trip. One year later the legislative body of Massachusetts granted the Franklin Health Assurance Company and the Haverhill Health Insurance Company, both of that state, the right to insure

travelers against accident and death as specified in their policies.

In 1875 there were only three stock companies writing casualty insurance, but at that time there were far fewer industries in the world demanding this type of protection. Until about 1890 the progress of casualty insurance was slow, and, at times, most discouraging. Many companies came and went, few of the early ones being able to weather the storms incident to the beginning of a voyage through unchartered waters. In 1895 the three companies had grown to nine, and by 1900 had increased to 14.

The advent of the twentieth century marks the beginning of the automobile era which revolutionized the entire world's manner of living, and the mode of travel. The effect of this age upon the growth of Casualty Insurance may be judged by the fact that from 1900 to 1930 the world's fourteen companies grew in proportion to the use of the automobile, and at this time the United States alone has 150 companies engaged in the business of writing casualty insurance.

The speeding up of production, the growth of population, and the ease with which man is able to transport himself from community to community, have been the cause of the development of another branch of the ever-widening field of casualty insurance.

This line is that of the fidelity business, which in

(continued on page 22)

**THE HARTFORD FIRE INSURANCE COMPANY.**

In consideration of Twenty and no/100 Dollars to them paid by the Assured hereinafter named, the receipt whereof is hereby acknowledged.

**DO INSURE,**

Abraham Lincoln, of Springfield Illinois  
**AGAINST LOSS OR DAMAGE BY FIRE TO THE AMOUNT OF**

Three Thousand and Two Hundred Dollars

3000/100 Own his four and two story dwelling House to Rent. Front Part being 20 by 39 feet. Rear 22 by 26 feet. Porch South Side of Rear Part 7 by 24 feet. Front Part Covered with Shingles Rear Covered with Metal

750/100 Own his four and Carriage House 18 by 26 feet. 6 feet East of Dwelling  
1250/100 Own his four and wood House and Wreny 13 by 50 feet. adjoining Carriage House and 75 feet East of Dwelling. All situated on South 10 feet of Lot 7 and Lot 8, Block 16 C. Also addition to Springfield Illinois

For a more particular description reference is had to application and Survey No. 253. in file in this Office hereby made a part of this Policy and a Warranty on the Part of the Assured

Above is facsimile of a fire insurance policy issued to Abraham Lincoln on the 8th of February, 1861. This document, issued by the Hartford Fire Insurance Company, protected Mr. Lincoln against the loss of his home in Springfield, Ill., and even included one or two incidental structures on his property, as may be seen in the second and third paragraphs.

# The Life Insurance Center of the West

**O**NE of the finest evidences of San Francisco's claim

as the financial center of the West is the remarkable increase in new written and paid for life insurance for the first four months of 1930. The three states in the Pacific Coast section have shown a quarterly gain of 14%, leading all other parts of the country for new paid ordinary business in the first three months of 1930 according to figures compiled from reports of 78 companies having in force 88% of the total outstanding business of the country. San Franciscans have purchased approximately 29% more life insurance during the first quarter of 1930 as compared to the record of the parallel period last year. The month of March, 1930, witnessed a new record in the amount of life insurance production in the United States, the amount written being over \$884,000,000, more than has been produced in any previous month in life insurance history.

## LIFE INSURANCE UNDERWRITES SAN FRANCISCO'S GROWTH

Why are the larger commercial and financial interests of San Francisco becoming life insurance minded? There has come a realization that life insurance can do certain things financially that no other fiduciary organization can accomplish. The power of your money with an insurance company is multiplied many fold. A business man knows that his money has an ordinary earning power of 6% per annum. But brains applied to the use of this money give an earning power to this money of 25%. This 19% increase over the ordinary earnings of money is called management brains and is one of the most tangible assets of a business institution. A small interest deposit with a life insurance company, about 3% per annum, immediately insures these management brains, and underwrites the potential profits of a business enterprise for many years to come. San Francisco business men carry business insurance up to \$2,000,000 in a single institution. The greatest experience I have

By CHARLES M. GOODMAN  
*Equitable Life Assurance Society of New York*

ever had is the service rendered to them in the writing of over thirty-nine policies from \$100,000 to \$1,250,000 covering management brains.

## LIFE INSURANCE CONSERVES SAN FRANCISCO'S WEALTH

A \$9,000,000 bond issue was recently floated in California to raise funds to pay the Federal, State and non-resident inheritance taxes due on the estate of the late Henry E. Huntington. No provision to meet this large debt that would be due on his estate was made during the lifetime of Mr. Huntington. The average cost in finally administering the estates of men worth \$750,000 to \$10,000,000 has, after a careful national survey, been found to be slightly more than 20%. The professional life underwriter makes up an inheritance tax schedule of the assets of an estate, and shows his clients how to conserve to his beneficiaries the entire estate without a sacrifice or sale of the heart of the estate to meet the confiscatory taxes.

Inheritance tax insurance amortizes this heavy burden, and is paid into and not from the estate. It usually approximates an annual deposit with the insurance company of 1/5 of 1% of the estate annually. Two prominent California business men died a few years ago. One left \$150,000 of life insurance. All his taxes and debts were immediately paid with due allowances for discounts for prompt payments. The other left no insurance. Heavy sacrifices of valuable portions of his estate were made and but a shell of his life's work remained for his beneficiaries.

## SAN FRANCISCO ENDORSES TRUSTS AND INVESTMENTS

Every bank and trust company in San Francisco has wholeheartedly endorsed life insurance as the surest and best means of creating a par value estate through the small interest payment method. A business man wishes to create an additional estate of \$100,000, \$200,000 or \$500,000, and he wishes to create it instantly, surely and simply.

[continued on page 36]

# Daylight Saving vs. Playlight Slaving

[continued from page 13]

course, arising at six o'clock, present-day time. On the other hand, when the five o'clock quitting hour arrives, *you are really knocking off work at four o'clock, present-day time*; and you have Nature's guarantee of some three hours and twenty minutes of *broad daylight* (not twilight) to expend as you please.

Consider what may be accomplished in this grand total of 154 hours of extra daylight which will accrue each year to the citizenry of California through the enactment of the proposed initiative measure.

The Golden State is justly proud of its world-wide reputation as "the cradle of the modern Viking and Valkyrie!" Youth develops, in this favored of favored commonwealths, a strength of brain and body unequalled, per capita, in any similar area in the world. The ability of our younglings to exercise and otherwise disport themselves in almost perpetual sunshine, has resulted in the production of a young manhood and womanhood which puts the sculptured athletes and Amazons of ancient Hellas and Etruria to the blush.

What will this 154 hours of extra "playtime" daylight mean to California's "citizens of tomorrow"? What will they mean in the way of added health—the lessening of the possibilities of illness and accident (twilight is the peak hour for industrial and traffic casualties)—and

the peace of mind which follows the indulgence of a statewide host in the innocent pleasures of our time?

Daylight saving is an economic measure of no mean importance. Under its benign operation factories, office buildings and home reduce the cost of artificial lighting by appreciable percentages. Statisticians in the employ of the city of Cleveland, Ohio, for example, estimate that dwellers in that municipality, under daylight saving, cut approximately \$200,000 a year from their total expenditure budget. California, on that showing, would save a matter of a million dollars annually.

Failure to have adopted daylight saving simultaneously with New York and other great centers of population on the Atlantic seaboard has already worked a great hardship on the Golden State, and would continue to do so in ever-increasing ratio were this condition permitted to exist indefinitely.

California, by reason of her west-of-Greenwich mileage, already "spots" the east shore cities of the nation three hours every business day. When they operate under the daylight saving plan and we do not—as is now the case—that handicap is increased to four hours.

The New York Stock Exchange, today, opens at *six o'clock in the morning*, Stan-

dard Pacific Time. It closes at eleven o'clock (S. P. T.), when California's business day is only a trifle more than two hours old.

Inability of California's financial kings to "get action" on queries from eastern money marts, between the hours of six and nine o'clock in the mornings, our time, costs the state *millions of dollars a year* in frustrated sales of municipal and public-service bonds—to say nothing of the prestige which would accrue by reason of the placement of our securities in the "big league" markets east of the Mississippi.

You wonder, perhaps, why you are not receiving the same splendid radio programs from New York studios which you have been wont to hear at other seasons of the year?

Do you realize that, under the present-time schedules, a tremendous confusion in broadcasts must necessarily exist? Artists employed for the favored hours in the East—from seven to ten o'clock in the evenings, let us say—are not heard on the Pacific Coast in the summer season, for two reasons: (a) Their programs are not sent to the Far West at the time of the New York presentation because the percentage of coast listeners-in, between the hours of three and six o'clock, is too small to justify the expense, and (b) be-

[continued on page 27]

**F**OR over half a century a substantial influence in the sound and conservative development of western business.

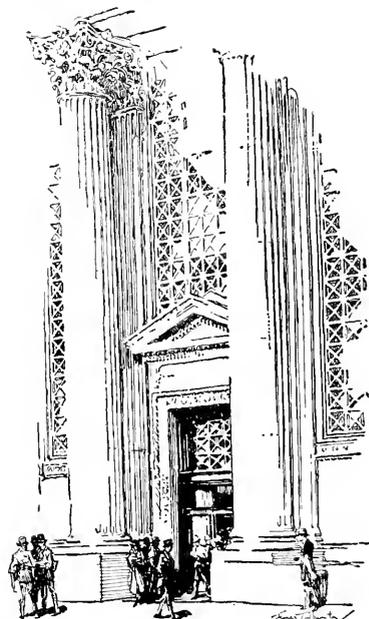
**The Bank of California**

NATIONAL ASSOCIATION

Founded 1864

SAN FRANCISCO

PORTLAND · TACOMA · SEATTLE



# Taking *the Risk out of* Business

[continued from page 19]

itself is the guarantee of a man's honesty; and it may well be noted here that the growth of the fidelity insurance business is not due to increased dishonesty, for such is not the case. Today there is a greater amount of tangible wealth exposed than ever before in the world's history. This wealth is constantly increasing and a large part of it must of necessity pass through the hands of employees as yet inexperienced in the handling of valuables.

With the demand for more and larger buildings, bridges, ships, mills and factories came the need for surety insurance or suretyship, as it is technically known. Suretyship in itself is the guarantee of the completion of a contract. Its need is apparent when it is taken into consideration that, for the completion of a single building, from one to fifteen million dollars are required. Common sense demands that the firm undertaking a contract wherein such sums are involved be

sound, and that it has sufficient funds to meet exigencies that may arise. Suretyship guarantees that the contract will be fulfilled; that the contractor is capable of meeting all emergencies, and that he is undertaking the work in good faith.

These last two classes, fidelity and surety, are transacted as one, under the name of suretyship.

In the early days, when man's world was small and his word was good because he was known in the circles wherein he transacted business, fidelity and surety insurance was not needed. Each man was aware of his neighbor's capacity for performance. But with the present complex social system, where neighbors may be strangers and where very large transactions are every-day happenings, it is necessary, for the satisfactory transaction of business, to have some means of guaranteeing the honesty of an employee and, should the employee break faith with his trust, of protecting the employer. It is also necessary to have some means of assuring completion of contract and undertakings, and in general guaranteeing the faithful performance of duties and obligations. For these purposes fidelity and surety insurance, another product of a prolific age, arose.

From time immemorial it has been necessary for man to protect himself and his belongings from brigands, highwaymen and robbers. Early he learned to do this by associating with other groups of honest men, by hiring protectors, and by hiding his goods. Today he insures himself, in one of the great casualty companies, against burglary with all its modern methods, and then leaves it to his insurance company to see that there is no laxity in the methods used for his protection.

Burglary insurance is one of the most important phases of the casualty business. It is estimated that burglaries now exceed fires in number, and while the actual loss per robbery is likely to be not so great as a single fire, yet in the aggregate they are very large. To most of the companies writing casualty insurance, burglary furnishes not only a very lucrative field, but a particularly interesting one as well, as it is the only one in which there is always a mystery to be solved with all its interesting and, at times, romantic undercurrents.

There are many different angles in casualty insurance. Among the most recent is the golfer's policy—unthought of yesterday, but now a necessity, owing to the real hazards of congested courses. There is insurance for speedways and rodeos, both of which expose their promoters to claims on account of accidental injury to the public. The dog lover insures his prize animal against its biting strangers and the consequent claims for damages. Safe deposit boxes are insured against the legal liability of a bank in the event of their being burglarized. Physi-

[continued on page 25]

## SIX GREAT RECORDS OF MOTORDOM.. ALL HELD BY

# BUICK

**T**WO PEOPLE HAVE PURCHASED BUICKS, YEAR AFTER YEAR, FOR EVERY ONE BUYER OF ANY OTHER AUTOMOBILE PRICED ABOVE \$1200.

**T**HERE ARE 700,000 MORE PEOPLE DRIVING BUICKS THAN ANY OTHER OF THE FIFTEEN MAKES OF AUTOMOBILES IN BUICK'S PRICE CLASS.

**W**OMEN, IN EVERY SECTION OF AMERICA, PURCHASE MORE THAN TWICE AS MANY BUICKS AS ANY OTHER AUTOMOBILE PRICED ABOVE \$1200.

**M**ORE THAN FOUR OUT OF EVERY FIVE—88 PER CENT OF THE GREAT ARMY OF 1,500,000 BUICK OWNERS—BUY BUICKS AGAIN AND AGAIN.

**M**ONTH AFTER MONTH, TODAY'S BUICK HAS WON 30 TO 50 PER CENT OF THE COMBINED SALES OF THE FIFTEEN MAKES IN ITS PRICE CLASS.

**B**UICK OWNERS ALONE PURCHASE MORE BUICKS THAN THE TOTAL ANNUAL PRODUCTION OF ANY OTHER AUTOMOBILE PRICED ABOVE \$1200.

HOWARD AUTOMOBILE COMPANY  
San Francisco • Oakland • Portland • Los Angeles

WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM

## Our Modern Fleet

[continued from page 17]

The California clipper ships once were the fastest, finest ships in the trade, designed to serve the California trade and to carry California produce to all parts of the world. Comparable today are the scores of modern diesel and still newer electrically driven ships, built particularly in the last five years, and designed mainly to transport passengers and cargo from Pacific Coast ports direct to Europe, to the Orient, Australia, South America and around the world.

A census of our shipping development of the last ten years is every bit as interesting and significant as the federal enumeration of our population just completed.

Most remarkable, our marine census shows, has been the increase in the number of ships calling San Francisco their home port or loading a substantial part of their cargo here. The 4816 ships calling in San Francisco in 1920 have grown to 7806 in 1930, while the tonnage of these same ships has increased from seven million tons in 1920 to nineteen and one-half million tons in 1930, a gain of 178 per cent.

Port facilities to handle this volume of traffic also have been extended, the cargo space increasing from 150 acres in 1920 to 189 acres in 1930. Berthing space for ships of average length, 400 feet, has

increased from 207 in 1920 to 246 in 1930.

Completion of the Panama Canal in 1915 opened the way for this development of Pacific Commerce. The war, and then the post-war adjustment interfered, however, and it was not until almost ten years later, in 1924, that the development of this commerce, as visioned by such men as Robert Dollar, Stanley Dollar, Roger Lapham, W. P. Roth and Harry Scott began to be realized.

After the war, in 1920, the Pacific Coast had a fair amount of tonnage, but it was not quality tonnage. San Francisco and other Pacific ports were served mainly by war hulls, freighters pensioned from the Atlantic, and our own older vessels.

But once the building of new ships designed solely for the Pacific trade began, there was no hesitation. Less than thirty months ago the Matson Line's flagship Malolo received a boisterous welcome as she steamed past the Ferry Building on her maiden voyage. Following the Malolo by less than three months came the Panama Pacific's electrically driven California, and then followed her sister ships, the Pennsylvania and Virginia. The N. Y. K. Line, no less enterprising, has sent two trans-Pacific liners into San Francisco, the Asama Maru and the Chichibu Maru, in recent months. San Francisco thus is linked with Hawaii, the Orient, and with New York with ships as fine as any afloat.

These ships already are here, but more are coming. The Dollar and Matson companies have a tremendous shipbuilding program drawn up, waiting only for the award of mail contracts to lay down the new hulls. Joining in this luxurious passenger transportation building program also are the Panama Mail, United Fruit, and other companies.

Accommodations of these ships are equal to any on the Atlantic, except for size of the vessels. Most of them are of 15-knot speed, motor driven, and carry from 12 to 50 passengers each.

The first major passenger ship transportation venture in the Pacific Coast-Europe direct service will follow this summer. The Libera Line, already operating five ships in this service will place two 200 passenger vessels in the trade, bringing Genoa within 25 days of San Francisco by direct water route. The General Steamship Corporation, operating agents, announce that these ships will reach San Francisco in August.

South America also has participated in this growth, with the Westfal Larsen Company placing five new ships in the service, and the McCormick Company now preparing a \$10,000,000 shipbuilding program.

Dollar Line vessels made their first around the world venture in 1924. Last week the 150th globe girdling tour trip started on the route that Captain Dollar pioneered six years ago.



**Rediform**  
CARBON COPY RECORDS  
For Key Operations of Business

**PACIFIC MANIFOLDING BOOK Co.**

FACTORIES:

LOS ANGELES, CALIFORNIA · EMERYVILLE, CALIFORNIA  
SEATTLE, WASHINGTON

San Francisco Office:  
7th Floor Pacific Building  
Phone CAfield 0435

Los Angeles, Office:  
620 East Slauson  
Phone AXridge 0191

**REDIFORM Continuous Stationery makes form typing 68% more efficient... by actual test.**

It eliminates time wasted in gathering and separating the forms, inserting and aligning carbons, and placing in machine and adjusting... **18 seconds to the average job instead of 50!**

**MAY WE DEMONSTRATE?**

# The World Trade Outlook

[continued from page 8]

tional commerce, and our relation to the enterprise of all the world is revealed in a light that seems not to have been thoroughly considered by a large part of our people.

About two years ago, there began to be observed, in various parts of the world, a tendency toward lessening prices, es-

pecially of raw materials. The fact was noted and commented upon somewhat by observers in this and other countries. It may be that sufficient thought was not given to the matter, or to an examination of the causes of the movement. A lowering of prices which springs from lessened costs of production is not likely to have disturbing effect upon general trade. It is more probable that it will be localized in result, and ultimately beneficial rather than otherwise. But a decrease in prices that indicates an intensive effort to dispose of products in a saturated market; or that is an attempt of the producer to carry on at full speed in spite of diminished purchasing power in his field of distribution; or that points to a development of competition beyond

the stage of due regard for production costs, is practically certain to lead to disadvantageous results.

At the present time we have met, it seems to me, another important situation that may have been a strongly influential factor in bringing about the reduction of prices that has continued for the last two years. That is the condition that has obtained during the same period in the American money market. I know it is not unusual to refer to the dramatic collapse in the security markets last fall as a prime cause of present conditions in foreign trade. But it occurs to me that the conditions in the money market which preceded, for nearly two years, the spectacular events of October and November are much more likely to have exerted extensive influence on international commerce than did the abrupt return to a more nearly normal situation.

A circumstance that bears directly on international trade is the ease, or lack of it, with which exchange may be obtained in any market to meet obligations due in other countries. Sufficient exchange available at reasonable cost and without trouble facilitates trading conditions. On the other hand scarcity of exchange, so that it is obtainable only with difficulty, sometimes amounting to hardship, and at premiums that may run to almost prohibitive rates, is bound to produce a distinctly adverse effect.

At the present time Australia, because of the lack of sufficient supply of exchange, has erected trade barriers. Similar conditions recently existed in Brazil.

There can be no doubt that conditions in the American money markets for the last two years adversely affected the supply of foreign exchange, particularly of dollar exchange, available in many of the markets which are usually good customers for American products in great variety and volume. Rates for the use of money here rose to a point which made it difficult, if not impossible, for many of those in other countries who had need of capital, and could offer sound security and usually advantageous terms to American lenders, to obtain here the funds they required. In many cases this resulted in postponement or abandonment of enterprise that might have given employment to workmen, developed local production, and in other ways maintained or stimulated the purchasing power of the borrowing market.

Free capital in this country turned from foreign investment to the more highly remunerative speculative markets at home. The result was a sharp decrease in foreign investments, and correspondingly, in the supply of dollar exchange otherwise available for the purchase of American merchandise exports. In consequence partly if not wholly, of this situation, the foreign securities publicly offered in the United States in 1920 had the lowest aggregate value such offerings had had since 1923. The decrease in Latin-American issues was 60 per cent as compared with 1923. The total of foreign securities offered in the United States

[continued on page 26]

## FIRST CLASS ROUND THE WORLD AS LOW AS \$1110

HOME TOWN  
TO HOME TOWN

On the famous President Liners you enjoy all the freedom, all the luxury of a cruise on a private yacht.

Stop over where you please within the two-year limit of your ticket . . . visit Japan, China, the East Indies at your leisure, glimpse the fascinating, far-off corners of the world, and then—continue your travels on another President Liner as you would on another train.

And this acme of travel experience—with comfort, accommodations, service second to none—is yours for as little as \$1110! Spacious cabins with real beds, delicious meals, and an unforgettable trip Round the World in 85 days, or two years, as you like.



Complete information from any steamship or tourist agent.

## DOLLAR STEAMSHIP LINES

Robert Dollar Building, San Francisco. Phone Davenport 6000.  
406 Thirteenth Street, Oakland. Phone Holiday 8020



### INFORMATION SAILING

You may start from New York, Boston, Los Angeles or San Francisco. Every week a palatial President Liner sails from Los Angeles and San Francisco—via the Sunshine Belt—for Honolulu, Japan, China, Manila and thence fortnightly to Malaya—Java nearby—Ceylon, (India overnight by Pullman), Egypt, Italy, France, New York.

Every two weeks a President Liner sails from Boston and New York for Havana, Panama, California, thence Round the World.

All staterooms are amidships, outside, with real beds. De Luxe Liners, luxurious public apartments, outdoor swimming pool, world-famed cuisine. First Class only, Round the World, as low as \$1110. Home Town to Home Town; with private bath \$1370.

# Fire Insurance

[continued from page 22]

cians, dentists, hospitalists and druggists all carry policies against claims for alleged malpractice or inattention.

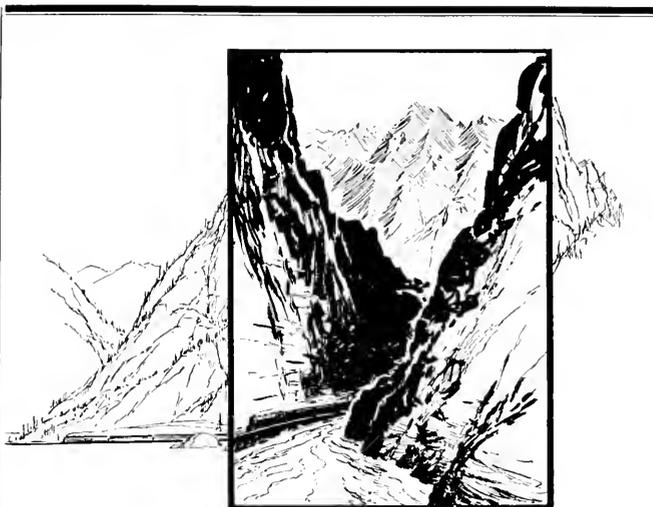
There is no end to the possibilities of insurance. Looking at it today, it might be asked "What else can be insured?" and yet, in some laboratory or workshop, a man or woman is now perfecting some article of common use which, in its turn, may prove even a greater field for the insurance companies than has the automobile.

The growth of the casualty insurance business closely approximates the growth of America. Each increase in population, in industry, in building, demands more insurance. Each increase makes greater earnings and greater profits for the companies, and a sound working organization for the safeguarding of policy holders. In periods of business depression, as well as prosperity, premiums continue to flow to the great insurance companies. Even during the major business depression of 1921, dividends, assets, surplus and capital continued upward, uninterrupted. Approximately every seven years since 1915 the total market value, dividends, assets, capital and surplus of casualty companies have doubled.

Insurance in all its forms is an indispensable factor in the operation of business, as it is a foundation for credit. While it cannot be classed in the same realm with manufacturing, shipping, agriculture, or banking, yet it has a direct relationship to them all, in that it is the shock absorber standing between them and disaster when emergency places her sudden strains.

Not only has casualty insurance proven itself a most complete and satisfactory shock absorber against the hazards of business, but its securities have proved to be among the soundest held by investors. Federal and state regulation of their affairs afford rigid protection to both investor and policy holder and it is a recognized fact that few securities of such soundness can boast of a record of appreciation and income similar to insurance stocks. Approximately 88 per cent of the invested assets of soundly managed casualty insurance companies are in government, state and municipal bonds and corporation stocks of the highest grade, on which a definite valuation can always be obtained and all of which are readily marketable.

The growth of the casualty insurance business, as in all infant endeavors, progressed slowly at first, with many mistakes of judgment and many errors on the part of both insurer and insured. But from these early and varied experiences has been built a business that, for soundness, ranks with banking; for progressiveness, with transportation; and for adaptability, with agriculture. And yet it cannot be classed in any of these fields of activity. It has no merchandise of its own, no ships to sail nor fields to plow, for Casualty Insurance, carrying the risk of them all, is a "business for businesses."



## *Feather River Canyon* **THEN** *the Royal Gorge-*

**S**CENERY will make your eastern trip twice as enjoyable! Take the Western Pacific to Salt Lake City—a stopover there, if you like, for its innumerable one-day side trips. Or, without change of cars, continue through the most spectacular scenery of Colorado—including the Royal Gorge. Low summer round-trip fares to all points East are on sale daily until September 30, with a return limit of October 31.

### *The* **FEATHER RIVER** *Route*



*Get booklets, information and reservations at:*  
WESTERN PACIFIC TICKET OFFICE  
654 Market Street (across from The Palace)  
Also Ferry Building—San Francisco.  
Telephone SUtter 1651

WESTERN PACIFIC—SACRAMENTO NORTHERN—TIDEWATER SOUTHERN

## The World Trade Outlook

[continued from page 24]

last year was slightly above \$700,000,000 as against over a billion for each of the several preceding years. In view of these facts it is not difficult to understand the situation in several of our important foreign markets where payment for imports from the United States is readily offered in local currency, but remittance in dollar or sterling exchange is well nigh impossible.

Another circumstance that has borne heavily upon the general trade situation of the world, is the sharp drop in the price of coffee in Brazil. The same condition existed in West Africa in cocoa, in the Straits Settlement in rubber, in the rice markets of Indo-China, and in the sugar markets of Cuba, all of which were primarily due to the break in the long-continued, but economically unsound, effort to maintain an artificial price through governmental action. The accumulation through this process of supplies that would last the world for two years, coupled with the fact that each year's production furnishes some addition to the surplus, created a situation that has worked serious harm. And yet, in the face of this devastating and ruinous demonstration of the fallacy of that method of interfering with the law of supply and demand, there are those in our country who insist that our Govern-

ment shall embark upon a similar experiment in behalf of some of their products.

I shall not endeavor to carry further this analysis of the cause of the present situation. No doubt other factors than those mentioned have had their influence, but those discussed seem to me to have been important. One other circumstance may be mentioned as of possible influence. We are all familiar with the necessity and value of thorough correlation of all functions in our own enterprises, and of the bad effects of failure to secure such co-ordination. It is the importance of what is popularly known as "team-work." It seems clear that the situation in our money market, to which I have referred, disturbed the financial machinery of the various world markets, which under the developments of modern communication and transportation, has been knit so closely together as to be quickly susceptible to the influence of such a disturbing factor.

I have been discussing the situation that has marked various world markets for the last six or seven months, with special reference to circumstances that originated in the United States. Now a new factor has appeared, also here, which gives promise of a certain amount of relief. If it is true that the slackening of world trade was influenced to some extent by money market conditions in the United States preceding the break in the security markets, it seems also probable that the break itself may ultimately cause some measure of remedy. For it

has been followed by an easing of money rates which is already turning the attention of American investors again toward sound foreign securities.

In fact some flotations have been affected, and there are reports of negotiations under way for loans and investments in foreign markets running to an aggregate equal to, if not in excess of, those that were made prior to the changed condition in our money market. One authority on foreign investments has published an estimate of \$667,000,000 for Latin America alone.

It seems likely that we may soon resume a rate of foreign investment approaching that of several years ago, with corresponding ease of the market for dollar exchange. If, therefore, it is true that the restriction of dollar exchange contributed forcibly to the slackening of trade, the corollary must be true that ease of exchange may aid in restoring trade conditions.

As a creditor nation we should bear our fair share of the burden of rehabilitation. If this year, as in former years, our travellers expend six or seven hundred million dollars for food, service and travel, in other lands, and our investors invest a like amount in sound foreign enterprises, we shall have furnished a substantial contribution toward reestablishing the world trade equilibrium.

It is, however, comforting to reflect that the world trade outlook is improving and that we may look forward to an increasing volume as the year progresses.

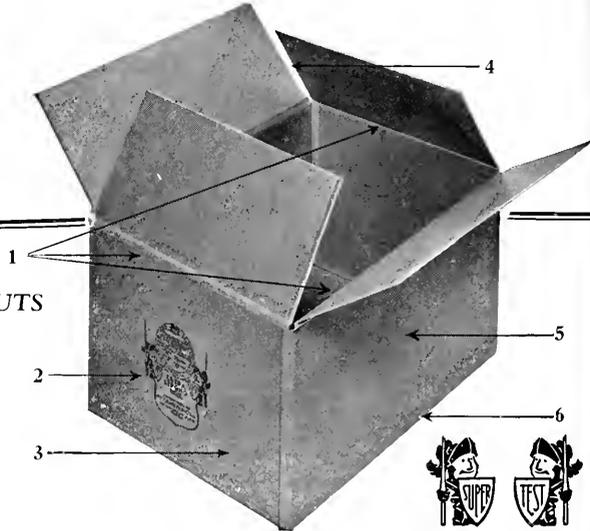
**6** plain facts that explain why

## FIBREBOARD SUPERTEST SHIPPING CASES

*deliver your goods better*

### **6** ... ELIMINATES RIM CUTS

An examination of shipments leaving Pacific Coast terminals shows Fibreboard Cases suffer less rim cutting than any other shipping containers.



MILL AND FACTORIES:

San Francisco Stockton Antioch Vernon Southgate Los Angeles  
Port Angeles Sumner Port Townsend Philadelphia Honolulu Kahului

SALES OFFICES:

SAN FRANCISCO CHICAGO LOS ANGELES PORTLAND OAKLAND  
SEATTLE PHILADELPHIA SALT LAKE CITY

**FIBREBOARD PRODUCTS INC.**  
RUSS BUILDING, SAN FRANCISCO

# DAYLIGHT SAVING!

[continued from page 21]

cause the sponsors cannot afford to hold them (the artists) until midnight or later in order to give California an after-dinner radio entertainment.

This works a great hardship on west coast radio devotees and the big advertisers who bring the stars of the vocal, instrumental and oratorical world to the microphone. Under daylight saving sixty minutes will be lopped from that four-hour differential; and many fine radio programs, not now obtainable, will be released to Pacific Coast radio audiences.

Practically every important industrial, financial, merchandising and public welfare organization in California is an enthusiastic proponent of daylight saving. Guardians of the peace and the safety of lives and property—such as the police and fire department—acclaim it a potential godsend, as a deterrent of crime, on the one hand, and a minimizer of the dread hazard of holocaust, on the other.

The intelligent majority throughout the state, informed of the complete success of daylight saving in the eastern part of the nation, and throughout every important country in Europe, has wisely decided that "twenty million Americans and two hundred million Europeans can't be wrong," and is loaning the movement a magnificent brand of wholehearted cooperation and support.

The San Francisco Chamber of Commerce, the Junior Chamber and the Los Angeles Chamber of Commerce are on record as actively supporting the cause of daylight saving. Straw vote canvasses—as well as the petitions circulated for names requesting the initiative ballot—show majorities of eight and ten-to-one favoring the proposed statute. Pastors, doctors, lawyers, dentists, optometrists and other professional ministers to the health and well-being of the body politic, have given the movement the stamp of their warm approval.

Bankers, brokers, oil and gasoline refiners and distributors, realtors, transportation companies, city and county health officers, radio directors, Boy Scout executives, golfers, tennis clubs, yachtsmen, produce dealers, poultry and egg purveyors—these are only a few of the varied groups on record in favor of the proposed innovation.

Possibly, by now the reader who has indulged us to this point can realize how difficult—nay, impossible—it would be for the writer, with his aforementioned Scotch-Dutch blood-line as an initial handicap, to "make it humorous" when discussing daylight saving for California?

It is too big a thing—too necessary a thing—too beneficial a thing—to be "humored." California's glorious destiny is assured; the adoption of daylight saving will hasten it.

To the writer's mind the measure should be endorsed by the citizenry of the state, at the November polls, without a single dissenting vote!

Let's go!

## Chamber Sponsors Industrial Trip

A five-weeks' industrial trip extending into 11 states and 18 cities, with direct contacts made with 121 industrial prospects, besides 31 telephone contacts—this, in brief, is the story of a recent industrial trip sponsored by the Chamber of Commerce.

On April 10, Capen A. Fleming, manager of the Industrial Department, left San Francisco for Washington to attend the conference of the Industrial Bureau Managers of the United States, held under the auspices of the United States Chamber of Commerce. While at this conference, Mr. Fleming was elected a director and vice president for the ensuing year of the newly named American Industrial Development Council.

At Washington, visits were made to the Federal Trade Commission with reference to the California Sports Hats case, favorable decision on that case having been rendered within the past few days.

As a direct result of this industrial trip, which was completed on May 15, two small business units have already located in San Francisco—The Maxie Garment Company, 130 Sutter Street, and Davis Emergency Equipment Company, 1268 Mission Street, and at least one other will open in the late summer.



## FIREMAN'S FUND INSURANCE COMPANY

Head Office : San Francisco

J. B. LEVISON, *President*

Paid up Capital	- - - - -	\$ 7,500,000
Policy Holders Surplus	- - - - -	\$20,000,000
Unearned Premium Reserve	- - - - -	\$15,000,000
Total Assets	- - - - -	\$40,000,000

### Directors

Frank B. Anderson, *Chairman, Board of Directors, Bank of California*  
Edward T. Cairns, *Vice-President, Fireman's Fund Insurance Company*

Wm. J. Dutton, *Retired*

Edward L. Eyre, *President, Edward L. Eyre & Co.*

Mortimer Fleishhacker, *President, Anglo-California Trust Company*

A. P. Gianinni, *Chairman Advisory Board Transamerica Corporation*

J. B. Levison, *President, Fireman's Fund Insurance Company*

Charles R. Page, *Vice-President, Fireman's Fund Insurance Company*

Henry Rosenfeld, *President, John Rosenfeld's Sons*

F. W. Van Sicklin, *President, Dodge, Sweeney & Company*

Franklin A. Zane, *Vice-President, North American Investment Company*

## FIRE, AUTOMOBILE and MARINE INSURANCE

## “Electrically Speaking”

[continued from page 10]

two years the line had been extended to Oakland, a distance of 142 miles from the plant, and reconstructed for a pressure of 60,000 volts. This was the highest voltage up to that time of any commercial transmission line in America.

The San Francisco bay region was again the scene of an important departure in the commercial handling of electric power when the Pacific Gas & Electric Co., in October, 1906, established at Oakland a central load-dispatching station. This provided an effective solution

of the problems involved in quickly and adequately meeting the sudden fluctuations and emergencies caused by abnormal demands on the system or damage by storm and other agencies to generating stations and transmission lines.

These few instances are cited because of their historical interest. The complete story of the development of the electric light and power industry in this region and the part played in the growth of industry and agriculture as well as the comfort and convenience of every day life is an epic far too vast even to be attempted in a brief article.

The electrical industry of the West welcomes the opportunity to greet the many distinguished leaders from other parts of the United States who are coming to San

Francisco for the convention of the National Electric Light Association.

The sessions promise to be productive of discussions and ideas of wide importance and value to the electric utilities of the nation and the public they serve. Every indication has pointed to an attendance which will exceed that of any other convention held by the Association on the Pacific Coast. James Rolph, Jr., Mayor of San Francisco, will give the address of welcome and among those participating in the programs are the following:

Edward N. Hurley, war-time chairman of the United States Shipping Board, former chairman of the Federal Trade Commission and member of other governmental bodies.

Owen D. Young, chairman of the Board, General Electric Co.

Fred W. Sargent, president, Chicago and Northwestern Railway Co.

Merle Thrope, editor, "Nation's Business."

A. W. Robertson, chairman of the  
[continued on page 37]

# Instant Hot Water

## does save 4 to 6 hours each week

If you would exchange 4 to 6 hours each week for sunlit hours of freedom—

If you would have plenty of hot water at the turn of a faucet—

Then accept *this* automatic hot water service.

It is the same *instant* hot water service that men like in fine hotels—for bathing and shaving. It is brought to you by the Automatic Gas Water Heater. Because of its insulated tank and efficiency, the cost is less per gallon to heat water with an Automatic Gas Water Heater than with the old fashioned methods of waiting for water to heat.

And once you install the excellent service, there's never any delay or bother about having an abundant supply of hot water—day and night.

Plenty of hot water, at the turn of a faucet, does save time by quickly dissolving dirt and grease.

*For full details about having an Automatic Gas Water Heater, telephone or call at our office— or a dealer's store.*

PACIFIC GAS AND ELECTRIC COMPANY

**P·G·and·E·**

Owned · Operated · Managed  
by Californians ·

## DINE and DANCE As You Sail

...on LASSCO's super-express liners

### "HARVARD" and "YALE"

4 Sailings Weekly between  
SAN FRANCISCO, LOS ANGELES  
and SAN DIEGO

Low one-way and round trip fares include meals and berth

LOS ANGELES-HAWAII  
Giant liners over the delightful southern route

**LASSCO**

LOS ANGELES STEAMSHIP CO.

685 Market Street

Tel. DAVenport 4210

37-38



PACIFIC  
DEPARTMENT

114 Sansome St.

San Francisco  
California

# Chamber's BRIEF Given I. C. C. in Rail Hearing

**T**HE San Francisco Chamber of Commerce has forwarded to the Interstate Commerce Commission its plea in brief to permit the Western Pacific Railroad to lay its rails into San Francisco in order to stimulate the industrial development of the city and contiguous peninsular territory which would be served by the new line.

The Chamber's brief, prepared and forwarded by Seth Mann, carries the testimony given before an Examiner of the Interstate Commerce Commission some time ago by City Engineer M. M. O'Shaughnessy and Hal M. Remington, assistant manager of the Transportation Department of the Chamber. Mr. Remington states in the brief just filed:

"The sentiment of the San Francisco Chamber of Commerce, which represents the business interests of the city, is in favor of the granting of this application. It is a benefit to shippers and receivers of freight to have their businesses located on more than one line of railroad. Competition among railroads is of great advantage to shippers in maintaining the high character of the service.

"The application of the Western Pacific, if allowed by the Commission, will permit the Western Pacific Railroad Company to enter San Francisco by an all-rail connection between its main line and terminals in San Francisco. It is dependent entirely on car floats in handling traffic to and from San Francisco.

"Large potential industrial areas along the west shore of San Francisco Bay, now without rail service, will be open to development if the application is granted and the city of San Francisco will gain the advantage of competitive all-rail routes. In fact, the entire metropolitan area surrounding San Francisco will gain from an existing competitive rail route into this city.

"San Francisco can extend industrially only south. It cannot extend east, west or north. It is especially important to San Francisco that the neighboring unoccupied territory in San Mateo County including South San Francisco, shall be

developed industrially and it is axiomatic that an industry contemplating location anywhere will not be satisfied with the services of only one railroad."

The Interstate Commerce Commission has previously held that the communities surrounding San Francisco Bay constitute a single metropolitan area. The Chamber's brief of intervention points out that San Mateo County is an integral part of this metropolitan district.

"The development of the territory involved," the brief concludes, "is dependent upon competitive rail service and this cannot be offered in any other way than that proposed by the Western Pacific."

The statement by Engineer O'Shaughnessy which the Chamber uses in its brief to point out the advantage of a new rail line into San Francisco and through the peninsula area by way of the Western Pacific's system, states that the region south from Channel Street to the county line has indifferent freight service and industries are being repressed in this region for want of adequate service. Mr. O'Shaughnessy testified at the hearing here last April before the Interstate Commerce Commission Examiner that extension of the Western Pacific lines would develop the southeastern portion of the city which "has been standing still for thirty years."

## Resourcefulness

### and the World of Undeveloped Resources

IN the business world of undeveloped resources, man's own *Resourcefulness* is the most alluring and the most desirable of development.

Resourcefulness is that mental capacity which sees clearly how to do the seemingly impossible—and does it.

Modern Business demands it. Progress requires it. Notable success is pure luck without it. It discards old standards of accomplishment; exacts a double yield from the soil; opens the skies to traffic, and turns manual labor over to machines. It urges men to use their brains. Its presence commands the highest premium.

Modern Accountancy inspires and develops Resourcefulness in men. With its enlightened application of facts and figures, its Budget, its System, Method and Order, it *makes men* see the possibilities which lie in their world of undeveloped resources.

## ERNST & ERNST

### CERTIFIED PUBLIC ACCOUNTANTS

914-925 RUSS BUILDING, SAN FRANCISCO  
F. A. LINDEN, C. P. A., CALIF., RESIDENT PARTNER

AKRON	DALLAS	INDIANAPOLIS	NEW YORK	SAN FRANCISCO
ATLANTA	DAVENPORT	JACKSON, MISS.	OMAHA	SEATTLE
BALTIMORE	DAYTON	KALAMAZOO	PHILADELPHIA	TAMPA
BIRMINGHAM	DENVER	KANSAS CITY	PITTSBURGH	TOLDO
BOSTON	DETROIT	LOS ANGELES	PORTLAND, ME.	TULSA
BUFFALO	ERIC	LOUISVILLE	PROVIDENCE	WACO
CANTON	FORT WAYNE	MEMPHIS	READING	WASHINGTON
CHICAGO	FORT WORTH	MIAMI	RICHMOND	WHEELING
CINCINNATI	GRAND RAPIDS	MILWAUKEE	ROCHESTER	WILMINGTON, DEL.
CLEVELAND	HOUSTON	MINNEAPOLIS	ST. LOUIS	WINSTON-SALEM
COLUMBUS	HUNTINGTON	NEW ORLEANS	ST. PAUL	YOUNGSTOWN
	W. VA.		SAN ANTONIO	

### FRANK

#### BUSINESS PRINTING SERVICE

580 MARKET STREET    CA 9field 7700

1000 Hammermill Bond Letterheads	\$4.50
1000 Regular Business Envelopes	\$4.00
1000 Printed Business Cards	\$2.00
1000 Process Engraved Cards	\$4.50

Specialization on these regularly used business forms enables us to give you advantage of quality printing at unusually low rates. . . . An estimate on large or small orders will show all our work to be reasonable.

## Pan-American Conference . . .

[continued from page 16]

History proves that the closest relationships, the finest ties, and the most lasting friendships between different countries always have been established

*The* FINK  
&  
SCHINDLER ©  
228 13th Street  
Phone Market 0474  
CABINET WORK  
COMPLETE INSTALLATIONS  
STORE BANK & OFFICE  
FIXTURES  
HARDWOOD INTERIORS  
SINCE '82

through conferences attended, not by official diplomats handicapped, possibly, by limitations of governmental barriers, but by representatives of those phases of life which constitute every day problems and which reflect upon the welfare and well-being of people as a whole.

We have much in common with the life of other countries. Our experiences can contribute to their welfare just as theirs can contribute to our well-being. There should be a greater and more far-reaching social and cultural tie between them and us. They are interested in our problems as those problems affect them. We are interested in their problems as those problems affect us. There is no doubt in my mind that a closer relationship can be effected and developed between them and us, through the Sacramento conference and be productive of many mutual benefits.

The origin of this unique conference is worthy of a brief review. It grew out of a suggestion offered by Mario Estrada, an Argentine agricultural engineer. It was upon his suggestion that the Sacramento Region Citizens Council agreed to serve as official sponsors for the August

conference. Realizing the importance of a meeting of this type in California, the state administration gave it all of the cooperation it could and is anxious to see to it that its deliberations are a success.

The Sacramento Region Citizens Council had sent two trade agents into South America for the purpose of investigating and reporting upon the possibilities of increasing foreign markets for California's products. These trade commissioners were instructed to call upon the business, commercial, industrial and agricultural leaders of the various South American republics, and to suggest to them that it would be an excellent idea for those countries to send their representatives from time to time, to California.

Gradually Estrada's idea began to bear fruit. It shaped itself more concretely when Estrada suggested that a meeting of unofficial delegates from each of the twenty-two Pan-American nations, conferring at one time and in the same place, could probably save a great deal of time and accomplish better results than could be evolved out of visits independently and individually by various representatives from the other nations. This amendment to the original suggestion, unanimously endorsed by the organization in Argentina, was cabled to the Sacramento Region Citizens Council and invitations thereupon were immediately sent to all the Pan-American countries.

Gathering momentum daily, the Pan-American Sacramento Conference seems to have attracted the attention of virtually all of the business, industrial and agricultural organizations on the American continent. The offices of the Sacramento Region Citizens Council have been flooded with letters of inquiry, suggested programs and topics for discussion, and general messages of endorsements for this unofficial meeting of good will and mutuality of interest.

Coming on the heels, as it were, of the good-will tour participated in by President Hoover, shortly after his election, in which he visited many of the



## THE SAN FRANCISCO BANK

INCORPORATED FEBRUARY 10TH, 1868

One of the Oldest Banks in California, the Assets of which have never been increased by mergers or consolidations with other banks.

Assets over \$125,000,000.00 Deposits over \$120,000,000.00  
Capital, Reserve and Contingent Funds, \$5,450,000.00

The following accounts stand on the Books at \$1.00 each, viz.:

Bank Buildings and Lots	(Value over \$1,925,000.00)
Other Real Estate	(Value over \$308,000.00)
Pension Fund	(Value over \$670,000.00)

Interest paid on Deposits at 4 1/4 per cent per annum  
Computed Monthly and Compounded Quarterly

## Rent a Car

Drive it  
yourself

1930 BUICK, PONTIAC  
CHEVROLET

The Lowest Rates

Stations: San Diego to Seattle

**HERTZ**  
DRIV-UR-SELF  
**STATIONS**

The World's Largest  
Automobile Rental Company

Telephone  
FR 1000

South American and Pan-American nations, and closely following the footsteps of Colonel Charles A. Lindbergh, who has shortened the distances of communication between ourselves and our neighbors to the south of us, the Sacramento conference should go down in history as an epoch-making event.

It is particularly fortunate, too, that the conference is to be held approximately during the session of the California State Fair, the first day of which has been set aside by the State Fair Board as "Pan-America Day." Those in charge of the conference have also mapped out the details for a two weeks' tour of the State of California, for the delegates and visitors. This tour will begin, it is believed, in Los Angeles, and will cover many of the most worthwhile things of interest to see, observe and study in California.

The sessions of the conference will be held in the State Capitol, Sacramento, August 25. The sessions will last from August 25 to August 30, inclusive. As Governor of California I urge all who can, to attend this conference, participate in its deliberations and discussions, assist in the entertainment of our guests and visitors and to help make this meeting one of great value, not only to California, but to all of the nations and governments participating.

### Quiet Workers

This was recorded of Solomon's Temple: "And the house, when it was in building, was built of stone made ready at the quarry; and there was neither hammer nor axe nor any tool of iron heard in the house, while it was building."

**COMPLETE  
BROKERAGE  
SERVICE**

DIRECT PRIVATE WIRES

**McDONNELL  
& COMPANY**

Members:

San Francisco Stock Exchange  
New York Stock Exchange

SAN FRANCISCO

633 MARKET ST., Phone SUTTER 7676  
Branch: FINANCIAL CENTER BLDG.

OAKLAND

436 17TH ST., Phone GLENCORT 8161  
NEW YORK OFFICE: 120 BROADWAY

## Chamber Opposes Harrison Bill...

Continued free entry to the United States of the nationals of all Western Hemisphere countries was advocated last week by the Chamber of Commerce in recording its opposition to a bill now before Congress providing quota regulations against other countries of this hemisphere. The Chamber also voiced a plea against the Harris Bill now before the Senate which seeks to apply a quota to Mexico.

Resolutions passed by the Board of Directors of the Chamber and forwarded to Washington and the business organizations of other American countries, stated that the proposals contained in the Johnson and Harris bills would reflect unfavorably on American trade relations with the countries affected and that in the opinion of the Chamber there is no necessity to put the immigration into the United States from neighboring nations in the North, South and Central Americas on a quota basis. The Johnson Bill would apply the quota regulations now enforced against European immigration to all countries in the Western Hemisphere while the Harris Bill would single out Mexico as the one country in the Americas whose immigration should be restricted.



**Voice-to-  
Voice is  
almost Face-  
to-Face**

**WHILE** you are entrusting an important business proposition to slower methods of communication, your competitor may be using the *telephone*.

His voice will be there in a few minutes, though the jump is hundreds of miles.

Inter-city telephone service is very fast, clear, economical.

**THE PACIFIC TELEPHONE  
AND TELEGRAPH COMPANY**

## Gift and Art Show Brings Buyers to San Francisco

Not only are the buyers from the far western states eagerly looking forward to the opening of the Sixth Annual Pacific Coast Gift and Art Show, which will again be held this year at the Palace Hotel in San Francisco, July 7 to 12, inclusive, but inquiries are being received from as far east as Chicago. Western merchandise and western importations from the Orient have fast gained the attention of alert buyers all over the United States.

Each year this show has gained an increased attendance averaging better than 40 per cent. Last year over 200 nationally known lines were on display. This year two entire floors have been reserved, and up until May 20, fully seven weeks in advance of the show, over 150 lines had already definitely arranged for exhibit with over 100 rooms reserved. Reservation cards are being mailed to all the important buyers in twelve western states as well as the department store buyers in seventeen states. Through the official publication, Pacific Coast Gift & Art, a special show number will be mailed to the complete list of buyers in the western territory. This special magazine is being established through the co-operation of the members and their manufacturing connections and represents a medium of real value and service to the trade.

## Our Public Cattle Market

[continued from page 15]

There is a market for livestock at the South San Francisco Union Stock Yards every business day with numerous buyers competing with one another for their requirements, commission firms representing the shipper securing the highest possible price for stock offered for sale and the stockyards company rendering every possible service for the expeditious handling of all classes of livestock.

The South San Francisco Union Stock Yards Company also operates a public feed yards with a capacity of 800 cattle and 10,000 lambs where the producer

may place feeder steers, cows or lambs to be fattened for the market at a nominal cost.

The South San Francisco Union Stock Yards is also the show place of the Junior Livestock and Baby Beef Show which is one of the educational features of the livestock industry in the western states.

This new enterprise, doing a volume of business of one million dollars per month, is an asset to San Francisco and a necessary adjunct to the business of the livestock producers of sixteen states.

For the year 1930 to date, cattle receipts have gained 47 per cent, calf receipts 77 per cent and sheep receipts 67 per cent, which is concrete evidence of the appreciated value of this enterprise to San Francisco and the livestock industry.

## Aeronautical Exposition

[continued from page 11]

Exposition officials, among them members of the San Francisco chapter of the National Aeronautic Association, point out that the forthcoming show is an all-northern California event, sanctioned as such by the Aeronautical Chamber of Commerce. Its chief purpose, in addition to furthering public interest in aviation, is, according to Glen Chamberlain, Earle C. Anthony executive and president of the exposition corporation, to center the attention of the aviation industry on northern California as a whole.

"Heretofore," Chamberlain said last week, "no one determined effort has ever been made in northern California to sell the aviation industry as a whole on the advantages which the entire bay area has to offer the manufacturer. Consequently, we find the aviation industry's operations concentrated in the northwest and the south. While we do not begrudge these territories their full share of such industrial development, we do feel that both San Francisco and the East Bay are rightfully entitled to greater investments in aviation industry than have, as yet, been made."

Chamberlain asked the full co-operation of San Francisco interests in making the show fully representative of northern California's receptive attitude toward aviation, as a demonstration of its buying potentialities.

The Pacific Coast Aeronautical Exposition, W. P. Butler, its managing director, points out, has expressed itself as anxious to do everything possible toward encouraging the choice of the Sunnyvale site by the House Naval Affairs Committee for the future Pacific Coast dirigible base. To that end, the exposition has forwarded personal invitations to members of the committee to attend the show as honored guests, in the belief that such attendance on the committee's part would effectively demonstrate the tremendous interest in aviation which exists in northern California. Congressman Albert E. Carter of Oakland has been requested to do all in his power to further the interests of the Sunnyvale site by urging his colleagues, headed by Congressman Fred A. Britton, to attend the exposition.

YOU ARE INVITED TO VISIT



**JAPANESE COMMERCIAL MUSEUM**

549 MARKET STREET, SAN FRANCISCO  
EXHIBITS OF COMMERCIAL ARTICLES  
MADE IN JAPAN  
FREE COMMERCIAL SERVICES BETWEEN  
U. S. A. AND JAPAN  
(Maintained by Japanese Government)

## SCENIC BAY TRIP

60 MILES OF  
(ROUND TRIP)  
SAN FRANCISCO BAY  
VALLEJO—SAN FRANCISCO FAST BOATS

**MOTORISTS**  
SAVE 30  
MILES OF DRIVING

DINING ROOM BARBER SHOP  
BOOTBLACK NEWS SERVICE  
CLAY STREET PIER  
NORTH END OF FERRY BUILDING  
PHONE DAVENPORT 4000—LOCAL 8921  
Southern Pacific Golden Gate Ferries Ltd.



## Statewide

The Bank of America serves—through 160 branches—the banking requirements of more than half a million depositors throughout the State.

The prestige of an account with an institution of this magnitude is an important business asset.

## BANK of AMERICA OF CALIFORNIA

IN SAN FRANCISCO

NORTHERN CALIFORNIA HEADQUARTERS, 631 MARKET ST.

Humboldt Office, 783 Market St.

French-American Office, 108 Sutter St.

Fugazi Office, 2 Columbus Ave.

Bush-Montgomery Office, Mills Bldg.

Donohoe-Kelly Office, 68 Sutter St.

Hayes Valley Office, 498 Hayes St.

Bayview Office, 3rd and Palou.

Oriental Office, 939 Grant Ave.

North Beach Office, 1500 Stockton St.

BRANCHES THROUGHOUT CALIFORNIA

## MITSUI & COMPANY

LIMITED

(Mitsui Bussan Kaisha, Ltd.)

Cable Address: "MITSUI"

GENERAL IMPORTERS  
EXPORTERS

COAL SUPPLIERS SHIP OPERATORS  
SHIP OWNERS SHIP BUILDERS  
ETC.

Head Office: TOKIO, JAPAN

San Francisco Office:

301 MERCHANTS EXCHANGE BLDG.

Branches—New York, Seattle, Portland and all other important business centers of the world

# FOREIGN TRADE TIPS

**20199—Olive Oil.**

San Francisco, Calif. A French manufacturer and exporter of olive oil is seeking an agent on a commission basis.

**20200—Agency.**

San Francisco, Calif. A firm in Lodelinesart, Belgium, exporting window and plate glass, flasks, iron and steel bars, sections, cement, etc., desires to appoint a local agent.

**20201—Agency.**

Paris, France. Party wants to secure the agency for an exporter of prunes and other dried fruits, also canned fruits and canned fish. Reference.

**20202—Canned Fruit.**

Paris, France. Company wishes to obtain the representation of a packer of canned fruits. Commercial and banking references and terms on file.

**20203—Gunpowder and Sulphur.**

San Francisco, Calif. Party in Portugal is desirous of learning the names of manufacturers and exporters of gunpowder and sulphur.

**20204—Representation.**

San Francisco, Calif. Business man from Czechoslovakia is interested in obtaining the agencies for local products, and is particularly interested in all kinds of machine oils. He is at present in San Francisco for several months.

**20205—Redwood.**

Bombay, India. Company is anxious to communicate with exporters of redwood timber. References.

**20206—Japanese Novelties.**

Houston, Texas. Shop wants to contact importers of Japanese novelties suitable for "grab bags," carnivals, etc.

**20207—Chinese Matting Baskets.**

Stoughton, Mass. Party is very anxious to communicate with dealers in Chinese matting baskets.

**20208—Chinese Merchandise.**

Tientsin, China. Firm dealing in all kinds of brass and cloisonne novelties, and embroidered goods, such as silk Mandarin coats, pajamas, etc., desires a connection locally.

**20209—Silk Fishing Line Leaders.**

San Francisco, California. Steamship company is inquiring, on behalf of a Hongkong Co., for names of parties interested in importing silk fishing line leaders, finished and unfinished, direct from Hongkong. Sample on file for a short time.

**20210—Skins, Furs, Walnuts and Peanuts.**

San Francisco, California. Exporters of the above named commodities located in Tientsin, China, would like to get in touch with established importers. Local Reference.

**20211—Raw Products.**

Batavia, D. E. I. Agent and commission man handling various lines of native products from Java, Sumatra and Borneo, such as coffee, pepper, pandan splits, and bamboo hats, are desirous of communicating with importers of these commodities.

**20212—Paper and Lumber.**

Ponce, P. R. Party wishes to represent exporters of lumber and paper. References.

**20213—Wood Dry Dock.**

Vera Cruz, Mexico. Party who is planning the construction of a floating wooden dry dock wants to communicate with local construction companies.

**20214—Graphite.**

Hermosillo, Mexico. Firm wishes to find a market for graphite which assays 81 to 85 per cent.

**20215—Castor Beans.**

Coyuca de Benítez, Mexico. Party is anxious to find a market for castor beans which he can supply in great quantities.

**20216—Oregon Pine, Chum Salmon, California Sardines and Rice.**

Valparaiso, Chile. Company desires to obtain the representation of the above commodities. References, terms, etc., on file.



Prests before the Laughing Buddha, Peiping

## Circle the Pacific on the lovely MALOLO

... a luxurious cruise  
to 19 strange ports

Just to mention these places brings a thrill of adventure! Nikko and Kyoto in beautiful Japan. Peiping, Shanghai, Hongkong in the Celestial Kingdom. Bangkok in quaint Siam. The wicked city of Singapore in Malaya.

You've longed to see them. Then, go this year on the Malolo's second Around Pacific Cruise! You'll see all these—and many more. Batavia in the East Indies. Macassar in Celebes. The fine cities of Australia and New Zealand. Romantic Fiji, Samoa, Hawaii.

Nineteen ports in 12 countries will be visited by the 23,000-ton Malolo, speed queen of the Pacific, famed for spacious luxury. You sail September 20 from San Francisco to reach the orbic lands "down under" the equator just when exquisite Spring touches them with glory. You return December 19, bringing home rare Christmas gifts.

Only this one cruise offers so much that is new and fascinating! Fares \$1,500 to \$6,500, shore excursions included. Membership is limited. Ask the Matson Line or American Express Co., jointly conducting this unusual tour, or your travel agency. Beautiful folders on request.

## MATSON LINE AMERICAN EXPRESS COMPANY in cooperation

MATSON OFFICES (Address Dept. F-B-6)

NEW YORK 535 Fifth Avenue  
CHICAGO 140 S. Dearborn St.  
SAN FRANCISCO 215 Market St.  
LOS ANGELES 723 W. Seventh St.  
PORTLAND 271 Pine St.  
SEATTLE 1319 Fourth Ave.

# RUSSELL, MILLER & CO.

Members

New York Stock Exchange  
New York Curb Exchange



1800 RUSS BUILDING  
San Francisco

Telephone  
DO uglas 7270



Main Office  
50 BROADWAY  
New York



PRIVATE WIRES

## LEADS for NEW BUSINESS

**LISTED BELOW are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified.**

### DOMESTIC TRADE BUREAU of the INDUSTRIAL DEPARTMENT

**Accountant**—T. A. Miller, 1 to 405 Montgomery.

**Advertising**—De Nova System, 683 Mission to 52 2d.

**Apartments**—Anglo Hotel Apartments, 1550 Fillmore; Langham Apartments, 555 Taylor; Seven Ninety Seven Bush Apartments, 797 Bush.

**Attorneys**—Huot & O'Farrell, 68 Post; John O'Donnell, 785 Market.

**Auto Body Works**—Atkin & Co. (J. S. Biagio), 1711 Sacramento to 1522 Bush.

**Auto Equipment**—Automotive Equipment Co., 117 Turk.

**Auto Repairing**—Cochran & Tuohy, 1212 Webster; New Aetna Auto Repair Shop, 529 Jones; Peerless Auto Repair Shop, 1755 Clay to 1524 Bush; Reid & Kruse, 545 Eddy.

**Automobiles**—Atwood Co. (used cars), 1175 Mission; Phil's Used Cars, 455 Golden Gate Ave.; Harry Taggart (used cars), 12 9th to 50 10th.

**Bakeries**—Leo's Donut Shop, 1117 18th; Glen Winward, 2103 Taraval.

**Barber Shops**—Abe Barber Shop, 1865 post; J. Lefton, 814 Eddy.

**Bathrobes**—Van Baalen-Heilbrun & Co., 120 Bush to 341 Market.

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 105,500,000

EXPORTERS and IMPORTERS are invited to avail themselves of our services, especially with the Orient

SAN FRANCISCO BRANCH  
415-429 SANSOME STREET  
Y. NOGUCHI, Manager

**Beauty Parlor Equipment**—Charles Armo Co., 311 Minna.

**Beauty Parlors**—Castro Beauty Shop, 587 Castro; Modcart Permanent Wave Studio, 1007 Market.

**Beverages**—Isidore Gomez, 450 to 426 Pacific.

**Brokers**—A. M. Beebe Co. (food), 112 Market; Willis A. Ulrich (insurance), 141 California.

**Builder**—George W. Simpson, 1818 15th.

**Candies**—The Dawn, 6100 Geary.

**Catering**—Moore-Brown Catering Co., 2063 to 2063 Pine.

**Chimneys**—Ace Chimney Service (Duncan MacDonald), 689 to 681 Ellis.

**Cleaners**—Acme Cleaning & Dyeing Works, 3265 22d to 3328 22d; Bright Cleaning & Dyeing Co., 1971 Sutter; Bush Street Cleaners, 1008 Bush; F. E. Lawton, 1287 16th Ave.; Milano Cleaning & Dyeing Works, 131 Columbus; Florence Monin, 3197 Mission; Ritzy Cleaners, 1677 Washington; Snow White Cleaner, 1781 Fulton to 1220 Polk; Stitch In Time Cleaners & Dyers, 30 Hillcrest Drive.

**Clocks**—Standard Electric Time Co. (electric), 1 Drumm to 16 1st.

**Clothing**—Wright Shop, 3420 25th.

**Coal**—Dawley-Behan Coal Co., 1723 Church.

**Contractors**—Alfred F. Feasey (general), 210 Clara; W. W. Hayes, 74 New Montgomery; Harry J. Oser, 582 Market.

**Cordage**—Cupples Cordage Co., 115 Townsend to 24 California; I. Jurlan Co., 115 Townsend to 24 California.

**Cotton Goods**—Bear Mills Mfg. Co., 130 Bush to 341 Market.

**Dairy Produce**—P. Lerner Co., 328 Clay to 529 Front.

**Dentists**—Dr. Earl T. Macy, 1296A 9th Ave. to 635 Irving; Dr. A. C. Wallace, 133 to 323 Geary.

**Diamond Setter**—Michael Sabatino, 760 Market.

**Die Cutting**—Star Die Cutting Service Co. (Jay Platt Hamerslag), 1 Perry to 248 1st.

**Displays**—Deane-Hollnagel, 667 Stevenson.

**Dress Patterns**—Fashionable Dress Pattern Co., 113 to 149 New Montgomery; Simplicity Pattern Co., 143 to 149 New Montgomery.

**Dresses**—Gross Style Shoppe, 1603 Haight.

**Dressmaking**—A. C. Motter, 1370 9th Ave. to 450 Judah.

**Druggists**—Dessel's Pharmacy, 1298 9th Ave. to 730 Irving; Hyde-Pacific Pharmacy, 1600 Hyde.

**Eggs**—Win. N. Patterson (certified), 106 Clay to 310 Davis.

**Electrical**—Bay View Electric Co., 1649 Oakdale to 4940 3d; Home Electrical Co. (Noble A. Wright, M. L. Seobey), 389 1th to 292 Tehama; S. Jenkins Electric Co., 3854 24th.

**Engraving**—Harry Cook Engraving Co., 398 5th.

**Fruits and Produce**—A. Longo & Co., 529 to 525 Front.

**Furniture**—Crown Furniture Co., 5310 Geary.

**Furs**—Gale Felder Co. (raw), 38 Sansome to 405 Montgomery.

**Goldfish**—Abe Goldfish Co., 1805 Post.

**Grocers**—Tarantino Bros., 2739A Taylor; Mike Travaglio, 97 Cortland.

**Hardware**—Geer Hardware Store, 2101 Taraval.

**Hotel**—Hotel Troy, 20 6th.

**Importers-Exporters**—L. D. Abraham & Co. Ltd., 149 California; Casa Del Valle (J. I. Del Valle), 153 Kearny to 531 Sutter; Nafaly Importing Co., 268 Market.

**Insurance**—Brodie-Norton-Heebner Inc., 111 Sansome; California National Insurance Agency, 111 Sutter; Consolidated Insurance Agencies, 405 California; Maurice A. Gale, 38 Sansome to 405 Montgomery.

**Investment Securities**—Beason, Ross & Co., 235 Montgomery; McCahill & Co., 235 Montgomery.

## EUROPE via PANAMA

FAST NEW SHIPS

"San Francisco" "Portland"  
"Oakland" "Seattle" "Tacoma"  
"Los Angeles" "Vancouver"

CABIN and THIRD CLASS

### HAMBURG-AMERICAN LINE

For Passage—574 Market Street  
or local agents

For Freight—Sudden & Christenson  
310 Sansome Street, San Francisco

## United States Laundry

The Careful Laundry



FINISH WORK  
DRY WASH  
ROUGH DRY  
DAMP WASH

We use Ivory Soap  
exclusively



1148 Harrison Street

Telephone

MArket 6000

## Kroehler Manufacturing Company 885 Charter Oak Ave. San Francisco, Cal.

Manufacturers of OVERSTUFFED LIVING ROOM FURNITURE and DAVENPORT BEDS

OTHER FACTORIES AT: Chicago, Ill.; Naperville, Ill.; Kankakee, Ill.; Bradley, Ill.; Dallas, Texas; Binghamton, N. Y.; Los Angeles, Cal.; Cleveland, Ohio; Stratford, Ontario

**Investments**—C. B. & J. G. Weil, 417 Market to 75 Fremont.

**Jewelers**—M. W. Cohn (mfg.), 210 Post; Glindemann & Son, 718 to 760 Market.

**Loans**—Abe Cohn, 1122 Fillmore.

**Machinery**—Kasser Egg Process Co. (egg sterilizing), 127 Mission to 327 4th.

**Manufacturers' Agents**—Herbert Blum, 130 Bush to 341 Market; J. H. Bormann Co., 24 California to 534 Bush; Frederick W. Johnson, 833 Market.

**Massage**—Dr. E. Golefax Alexander, 896 Eddy to 1550 Fillmore.

**Milinery**—Abel Hat Co. (Louis J. Lichtman), 49 4th.

**Movers**—Theatre Transfer Co., 283 Golden Gate Ave.

**Multigraphing**—Harris Letter Press System, 216 Pine to 505 Market.

**Music**—San Francisco Musical Club, 26 O'Farrell.

**Neckwear**—H. M. Heineman Sons, 130 Bush to 341 Market.

**Notions**—Mrs. F. M. Sparks, 1101 Divisadero.

**Novelties**—Rose Marie Novelty & Gift Shop (Terese Melbourne), 916 Sutter to 736 Leavenworth; R. A. Tuttle, 22 Battery to 1152 8th Ave.

**Office Specialties**—P. G. Havers, 130 Bush to 341 Market.

**Organs**—Estey Organ Co. (J. B. Jamison), 1495 Monterey to 947 Green.

**Painter**—H. G. Andresen, 1325 Willard to 1545 10th Ave.

**Paints**—Martin-Senour Co., 714 Sansome to 454 2d.

**Paper**—Pioneer Paper Co., 200 Bush to Shell Bldg.

**Physicians**—Dr. H. B. Carey, 1294 9th Ave. to 535 Irving; Dr. Charles J. Simon, 209 Post to 323 Geary.

**Plumbing & Heating**—Hayes & Carrick, 505 to 441 Divisadero.

**Printing**—Chancellor Printing Co., 1509A to 1210 Divisadero; Riggsbee Printing Co., 347 Clay.

**Public Weighers**—Harris & Bissell, 48 Clay to 137 Drumm.

**Radio**—Marin Radio Store, 337 23d.

**Real Estate**—Davis & Dunn, branches, 850 Ulloa, 948 Taraval and 2450 Judah; W. K. Dunne, 26 Montgomery; Hidden Valley Land

Co., 220 Montgomery; C. E. Johnson, 101 Post; S. J. Longo Co., 311 Bush to 340 3d; Victor Rosenbaum, 690 Market.

**Restaurants**—Juan Buitago, 1350 Powell; Dragon Coffee Shop, 557 Pine; Grant Avenue Restaurant, 1155 Grant Ave.; Quality Grill, 711 Ellis; Van's Grill, 567 California to 417 Montgomery.

**Ribbons**—Edward L. Kahn & Co., 525 to 507 Froul.

**Roofing**—Western Roofing Co., 1048 Divisadero.

**School**—Walter School of Commerce, 1 to 405 Montgomery.

**Service Stations**—P. W. Benson, 1800 Howard; Granfield's Inc., Service Station No. 1, 7th Ave. and Irving.

**Sheet Metal Work**—Nieler-Reiss Sheet Metal Works, 2018 to 2272 Market.

**Shoe Repairing**—Glen Park Shoe Repairing, 598 Busworth.

**Show Cards**—Gray & Matoza, 935 Market.

**Signs**—E. B. Widdell, 585 Potrero to 1835 Howard.

**Soap**—Insto & Soap Meal Sales Co., 24 California to 534 Bush.

**Stoves**—American Stove Co., 274 Brannan.

**Studio**—Wilbur Talma-Zelita, 150 Powell to 450 Geary.

**Tanning**—Anstey K. Salz, 85 2d to 625 Market.

**Textiles**—Cohn-Hall-Marx Co., 19 4th to 595 Mission.

**Theatre**—New Potrero Theatre, 312 Connecticut.

**Traffic Equipment**—K. E. Erickson Co., Inc., 220 Montgomery to 274 Spear.

**Transportation**—Pay Transportation Co., Pier 19.

**Trucking**—Jack Silva Truck Line, 266 Dore.

**Trucks**—Lewis-Shepard Co. (lift), 1061 Howard to 383 Brannan.

**Upholstering**—Elite Upholstery Co., 490 6th; Royal Upholstering Co., 348 Ellis.

**Wearing Apparel**—F. Bush, 110 Sutter.

**Weather Strips**—Chamberlain Metal Weather Strip Co., Inc., 247 Minna to 895 Post.

**Miscellaneous**—The Bystander, 235 Montgomery; California Vineyards Co., 681 Market; Dr. Roy W. Casey, 4625 to 4583A Mission; Columbia California Corp. (Victor DuGaud), 461 Market to Kohl Bldg.; H. Diamond Bag Co.



See the Living Wonders of the World on the

# REDWOOD EMPIRE TOUR

On the way to the Pacific Northwest and the East, you can now enjoy a new and thrilling travel experience, the REDWOOD EMPIRE TOUR.

You go by Northwestern Pacific train to Eureka, and thence by comfortable *de luxe* motor coach to Grants Pass, where connection is made with the Southern Pacific "Shasta Route" to Portland.

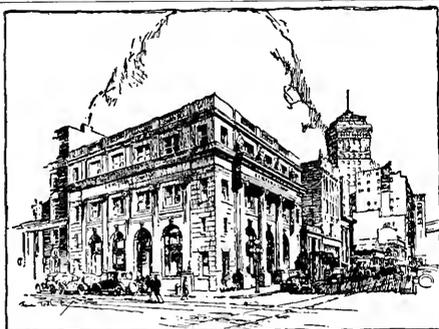
The motor coach (*glass-topped*) passes for scores of miles through dense forests of giant Redwoods, greatest of all living things. Thousands of these trees tower more than 350 feet high!

HOLDERS of tickets over Southern Pacific "Shasta Route" between San Francisco and Portland — either northbound or southbound — may make this Redwood Empire Tour for only \$10.40 additional fare.

Ask for new illustrated booklet, "REDWOOD EMPIRE TOUR"

## NORTHWESTERN PACIFIC REDWOOD EMPIRE ROUTE

TICKET OFFICES: FERRY BUILDING AND 65 GEARY STREET



HUTTON BUILDING, SAN FRANCISCO

### E. F. HUTTON & CO.

Members New York Stock Exchange and other principal exchanges

PRIVATE WIRES COAST TO COAST

NEW YORK                      SAN FRANCISCO                      LOS ANGELES  
61 Broadway and Plaza Hotel    Montgomery and Bush Sts.    643 So. Spring St. and 545 So. Olive St.

Other Offices at  
Hollywood    Pasadena    San Diego    Santa Barbara

Oakland    San Jose    Del Monte

# Know these Firms

They represent the backbone of San Francisco and deserve your co-operation in their respective lines. They offer a personal, individual service; complete, intelligent and helpful.

## Advertise Anything!

Houses, Lots, Apartments, Furniture, Farms, Farm Tools, Implements, Mechanic's Tools and Machinery, Building Materials, Automobiles, Tires, Accessories, Stocks & Bonds, Insurance, Accountancy, Investment Securities, Hotels, Situations Wanted, Help Wanted, Stoves, Phonographs, Radios, Books, Music, Clothing, Hats, Shoes, Markets, Candies, Ice Cream, Flowers, Chickens, Typewriters

For anything at all you will find a buyer or seller through the columns of

"San Francisco Business"

### 7A—BUTCHERS

Beef, Calves, Sheep and Hogs Bought or Slaughtered on Commission

## JAMES ALLAN & SONS

WHOLESALE BUTCHERS

Office and Abattoir:  
THIRD ST. and EVANS AVE.  
Phone MI 5600 San Francisco

### 8—CHOCOLATE MANUFACTURES

## D. GHIRARDELLI CO.

SAN FRANCISCO

CHOCOLATE and COCOA  
Since 1852

### 9—CONTRACTORS

## California Construction Co.

GENERAL CONTRACTORS

715 Standard Oil Building  
San Francisco

### 10—CRACKPROOF GARDEN HOSE



## Crackproof GARDEN HOSE

Manufactured by  
**Pioneer Rubber Mills**  
San Francisco  
Sold all over the world

### 11—ELECTRIC SIGNS

## BRUMFIELD ELECTRIC SIGN CO.

965-967 FOLSOM ST., S. F.

WE MANUFACTURE

## OUR OWN NEON SIGNS

PATENTS APPLIED FOR

### 13—EMPLOYMENT BUREAU

## COMMUNITY PLACEMENT BUREAU, INC.



Operated by  
San Francisco  
Employers

HUNTER-DULIN  
BUILDING  
KE arny 2800

### 14—FLOWERS

## Darbee Florist

GEN. A. J. GOOCH, Prop.

1036 Hyde St. San Francisco, Calif.  
Phone FRanklin 0208

Open Evenings and Sundays. We deliver and telegraph flowers anywhere.

### 16—GLASS

## PACIFIC COAST GLASS CO.

Manufacturers of  
BOTTLES and JARS

SEVENTH and IRWIN STREETS  
Phone MA rket 0327 San Francisco

### 19—HOTELS

## HOTEL ROOSEVELT

Jones at Eddy

SAN FRANCISCO'S NEW FINE HOTEL

Every room with bath or shower  
\$2.00 to \$3.50 Garage next door

### 19A—HOTEL EQUIPMENT

Telephone MA rket 2400

Manufacturers of Kitchen Equipment for  
Hotels, Restaurants and Institutions.

China - Glasware - Silverware

**MANGRUM-HOLBROOK**  
1235 Mission Street, San Francisco

### 20—IMPORTERS

## Edward L. Eyre & Co.

Exporters and Importers

Grain, Grain Bags, Copra Cake, Lined Meal,  
Cottonseed Cake, Mill Feeds, Steel, Oils, Beans,  
Peanuts, Mexican and Oriental Products

518 MERCHANTS EXCHANGE  
Phone KE arny 0289 San Francisco

### 21—ICE MANUFACTURERS

## CITY ICE DELIVERY CO.

135 KANSAS STREET  
MA rket 6400

Distributors for Consumers Ice,  
National Ice & Cold Storage,  
Union Merchants Ice Delivery Co.

# The Life Insurance Center of the West

[continued from page 20]

In order to do this, he deposits with an insurance company for, say 20 years, a small interest charge of approximately 3% net, and, at the end of this period, or through prior death, this estate is owned by his beneficiaries. In the handling of this money he may use life income service of an insurance company, and decree that a definite amount of income shall be paid to his wife or children monthly as long as they live. Or he may desire a trust company, under a life insurance trust, to handle and invest this money, holding the principal intact for the fullest use and benefit of the family. These funds have more flexible advantages under a life insurance trust, and the trust companies are coming into an increasingly large share of this fine service which they are prepared to render.

## SAN FRANCISCANS PURCHASE ANNUITIES

Thousands of San Franciscans are studying life insurance investments. One large American life insurance company is offering to the people of the United States practically the entire list of annuities as written by the "Old Equitable" of London, England. This European idea of purchasing a definite cash and income estate through annual deposits on assured annuities is luring the investor into safer and more conservative channels. The investor can, through an annuity, assure himself a fair rate of interest with absolute safety and guaranteed par value of the principal. No market worries confront him; no commutation, dissipation, or supervision is necessary. The United States Government has made an exhaustive analysis of the "Annuity Smiles" on the face of purchasers of annuities. This analysis showed that those who displayed foresight in harmonizing financially the latter years of their lives, lived on an average from three to eight years longer than those who had the haunting fears of want, cares and troubles of supervision during their declining years.

A billion dollar month in the life insurance business in America means that but 2% of the human economic values in the United States are being annually underwritten. It took seventy-five years to write the first hundred billion of life insurance. At the present rate of increase, the second hundred billion will be written in less than seven and one-half years. Is it any wonder that San Francisco, the financial center of the West, leads all sections of the country in the rate of increase for the first four months of 1930?

# "Electrically Speaking"

[continued from page 28]

board, Westinghouse Electric & Manufacturing Co.

Wm. A. Prendergast, former chairman of the New York Public Service Commission.

H. S. Winder, executive secretary of the American Farm Bureau Federation.

M. H. Aylesworth, president, National Broadcasting Company.

Ira B. Cross, professor of economics at the University of California.

A. H. Griswold, executive vice-president, Postal Telegraph-Cable Company.

Clinton B. Allsopp, vice-president of the Postal Telegraph-Cable Company.

Robert G. Sproul, president, University of California.

Matthew S. Sloan, chairman; W. A. Jones, J. F. Owens, Marshall E. Sampsell, Edwin Gruhl, vice-chairmen; and P. S. Young, treasurer, of the National Electric Light Association.

Harry Reid, president, National Electric Power Company.

R. F. Pack, vice-president and general manager, Northern States Power Company.

W. H. Onken, Jr., formerly editor of the "Electrical World."

Alex D. Bailey, Commonwealth Edison Company.

Martin J. Insull, president, Middle West Utilities Company.

W. R. Emerson, treasurer and secretary, Oklahoma Gas and Electric Company.

W. J. Hagenah, vice-president, Bylesby Engineering and Management Corporation.

Paul M. Downing, vice-president and general manager, Pacific Gas & Electric Co.

H. A. Morrison, vice-president, H. M. Bylesby & Company, Inc.

Franklin T. Griffith, president, Pacific Northwest Public Service Company.

M. E. Skinner, vice-president, New York Power and Light Corp.

V. M. F. Tallman, Chas. H. Tenney & Co.

Frank D. Pembleton, Public Service Electric and Gas Company.

V. H. Moon, Pacific Power & Light Company.

**PACIFIC COTTON GOODS COMPANY**

152 Fremont Street  
SAN FRANCISCO

---

**CRAIG CARRIER COMPANY**

Merchants Exchange Building  
SAN FRANCISCO

23—INVESTMENTS

**"OVER-THE-COUNTER"**  
Market Specialists  
Unlisted Stocks and Bonds  
**MARTIN JUDGE JR. & CO.**  
1 MONTGOMERY STREET  
Douglas 8760 San Francisco

**Wm. H. Noble & Co.**  
*Investment Securities*

24—LANDS

**MILLER & LUX**  
Incorporated  
**FARMING AND LIVESTOCK PROPERTIES**  
1114 MERCHANTS EXCHANGE BLDG.

**Industrial Opportunities**  
in Industrial Lands in South San Francisco — Low Land Cost  
San Francisco Freight Rates  
San Francisco Switching Area  
**SOUTH S. F. LAND AND IMPROVEMENT CO.**

25A—LUMBER

**Christenson Lumber Company**  
**LUMBER - MILLWORK**  
Yards and Mill:  
FIFTH and HOOPER STREETS  
MA rkel 0580 San Francisco

26—METALS

**Sheet Metal Manufacturing**  
Press Work - Forming - Welding - Irrigation  
Pipe - Building Products - Orchard Heaters - Oil  
Buckets - "De Laitex" Automatic Gas Machine  
"Vent-O-Screen Ventilating Screen"  
**W. R. AMES Co.**  
150 Hooper Street Market 3815

**Federated Metals Corporation**  
Great Western Smelting  
and Refining Branch  
**M E T A L S**  
75-99 FOLSOM STREET  
DA venport 2540 San Francisco

29—PACKERS

**GRIFFITH-DURNEY CO.**  
San Francisco  
**CANNED FOODS**  
California Fruits, Hawaiian Pineapple  
California Asparagus, California  
Sardines, Salmon—All Grades

29A—PHOTOSTAT SERVICE

**PHOTOSTAT COPIES**  
Made from Letters, Legal Documents, Maps, Blueprints, etc.  
Personal Confidential Service  
**Standard Photoprint Company**  
142 Sansome Street Sutter 1675

30—SAFES AND VAULTS

Telephones: GA rfield 3041 and 3042  
**The Hermann Safe Co.**  
Manufacturers and Dealers  
Fire and Burglar Proof Safes and  
Vaults Safe Deposit Boxes, Etc.  
Howard and Main Sts. San Francisco

35—STEAMSHIP COMPANIES

**American-Hawaiian S. S. Co.**  
Frequent and Dependable  
Coast to Coast Service  
DA venport 2900 215 Market Street

Joint Service of Phone DO uglas 7510  
**HOLLAND-AMERICA LINE**  
AND  
**THE ROYAL MAIL STEAM PACKET CO.**  
PACIFIC COAST—EUROPE  
"The Pioneer Refrigerator Service"  
120 Market Street San Francisco

36—STEEL

**Montague Pipe & Steel Co.**  
Riveted Steel Pipe, High Pressure Pipe Lines, Oil  
and Water Tanks, Syphons, Steel Flumes, Stacks,  
Montague Wall Casing, Water Tube Safety Boilers  
Works: 17th and Kentucky Streets  
Phone MA rket 6909, San Francisco  
Office: Hobart Building Phone KE arny n698

**PATENTS**  
TRADE MARKS, FOREIGN PATENTS  
**MUNN & CO.**  
Suite 601 Hobart Bldg., San Francisco

KEEP A FILE of  
**SAN FRANCISCO BUSINESS**  
*Each issue has valuable trade information*  
♦ ♦ ♦ ♦ ♦  
Our Advertisers are San Francisco's Business Leaders

## Transcontinental Freight Bureau Docket

The following subjects which have been docketed have been preferred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject:

- 11194—High explosives and black powder, C.L., westbound and eastbound: Request for amendment of Item 6, Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), Item 5, Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent) and Items 16 and 17, Tariff 38-A (I.C.C. Nos. 117, A-270, 2231 and 1228 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for application of Second Class rates in lieu of First Class rates on high explosives and black powder, carloads, minimum weight of 28,000 lbs.
- 11195—Canned lima beans in mixed carloads with dried beans, in bags, eastbound: Request for inclusion of canned lima beans, mixed carloads, in Item 3512 of Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent).
- 11196—Wrought iron or steel pipe, seamless or welded, C.L., westbound—to Lone and Martell, Calif.: Request for amendment of

Item 3150 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones, H. G. Toll, agents, respectively), to provide that rates on wrought iron or steel pipe, seamless or welded, from Group "A" to Rate Basis 3 will also apply to lone and Martell, Calif.; Amador Central R. R. to be shown as participating carrier in the tariff in connection with rates to Martell, Calif.

- 11197—New hurlap bags, C.L., westbound: Request for carload rate of \$1.00 per 100 lbs., minimum weight 40,000 lbs., on new hurlap bags from Group "F," Texas point to Calif. also Phoenix, Ariz., under Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).
- 11198—Asbestos yarn, wire reinforced, C.L., westbound: Request for amendment of Item 1630 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to include an entry reading: "Asbestos yarn, wire reinforced."

11199—Green corn in husk, C.L., westbound: Request for carload rate of \$1.75 per 100 lbs. on green corn in husk from Group "H" to California under Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

11200—Gliders and parts thereof, C.L., eastbound: Request for inclusion of gliders and parts thereof in Item 1630 of Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent).

11201—Show case cement, L.C.L., eastbound: Request for inclusion of show case cement, less carloads, in Item 2826 of Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent).

11202—Onions, C.L., eastbound: Proposal to amend Item 2500 of Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent), by reducing minimum weight on onions in first section of Item from 30,000 lbs., to 21,000 lbs.

11203—Floor screens, folding or panel, iron or steel, C.L., westbound: Request for amendment of Item 2770 of Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to include floor screens, folding or panel, iron or steel.

11204—Rags, imported, C.L., eastbound: Request for rate of 60¢ per 100 lbs., minimum weight 60,000 lbs. from Pacific Coast ports of import on shipments originating in the Hawaiian Islands to Franklin, Warren County, Ohio (Rate Basis 3), under Tariff 30-S (I.C.C. No. 1234, H. G. Toll, agent).

11205—Pipe bands, pipe band shoes and butt joints, C.L., westbound: Request that Item 3105 of Tariff 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), be amended by reducing the rates to the level of the rates on pipe fittings, valves, etc., as shown in Item 3660 with no change in minimum, also that butt joints be included in Item 3105 in straight or mixed carloads.

10147—(Reopened)—Linseed cake and meal, C.L., eastbound: Request for carload rate of 60¢ per 100 lbs., minimum weight 60,000 lbs., on linseed cake and meal from the North Coast to Group "J" under Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent).

10357—(Reopened)—Cotton bale covering (new), C.L., westbound: Request for establishment of rate of \$1.00 per 100 lbs., minimum weight 40,000 lbs., on new cotton bale covering from Gulf ports to Arizona and California under Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), which is same rate as named in Item 1613 on used cotton bale covering.

10979—(Reopened)—Plate iron gas compression tanks, C.L., westbound: Request for amendment of Item 131-series of Tariff 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), by eliminating the Circle 12 reference mark from the entry covering tanks (iron, steel or wood, N. O. I. B. N., or that Item 3960-series of Tariff 4-D be amended by including therein plate iron gas compression tanks, U. S. standard gauge No. 2 or thicker (sizes of tanks are from 8 to 11 ft. in diameter and from 30 to 40 ft. in length).

W. A. HALSTED, President  
WM. C. HAMMERSMITH, Vice-Pres.  
The Old Firm

### HALSTED & CO.

Undertakers and Embalmers  
No Branches

1123 SUTTER STREET  
Telephone OR dway 3000

### SACRAMENTO

Leave 6:30 p.m., Daily Except Sunday  
"DeltaKing" "DeltaQueen"



One Way \$1.80. Round Trip \$3.00  
De Luxe Hotel Service

THE  
CALIFORNIA TRANSPORTATION  
COMPANY  
Pier No. 3 — Phone SU tter 3880

## FIELD-ERNST ENVELOPE CO.

Manufacturers of Printed Business Envelopes

45 Fremont Street

SAN FRANCISCO

Phone DA venport 1720

## Pacific Meter Works of American Meter Company, Inc.

Specializing in the  
Manufacture of Gas Meters and  
Allied Apparatus

495 ELEVENTH STREET  
San Francisco, Calif.

## BISHOP & BAHLER

(Incorporated September 16, 1914)

369 PINE STREET  
SU tter 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"

## F. E. BOOTH COMPANY, Inc.

Packers and Canners

Fish, Fruit, Vegetables

Executive Offices:

110 Market St. San Francisco

Announce 1930-31 Committee Appointments

Harbor Committee Completes First Step in Harbor Program

On May 28th, following a series of conferences between the Harbor Board and the Marine Committee of the Junior Chamber of Commerce, Major C. L. Tilden, chairman of the State Board of Harbor Commissioners, announced the appointment of Traffic Manager for the port of San Francisco. At the same time Major Tilden announced the appointment of a publicity officer for the port. These two announcements marked the completion of one of the most worthwhile and forward looking pieces of work yet undertaken by the Junior Chamber Marine Committee.

At the time of announcing these appointments, Major Tilden stated that the board had been created upon the advice of a lengthy consultation with the Marine Committee of the Junior Chamber of Commerce. The project of the port of Traffic Manager was suggested by the Marine Committee under the chairmanship of Wilbur Cramer. There were tremendous obstacles both real and imaginary to be overcome in obtaining these two key men in the program of San Francisco's water-panion.

Credit is due Wilson Meyer and the members of his committee for the aggressive, yet patient and thorough manner in which they followed through and met every obstacle in the way of this work. More than once the success of the project appeared dubious but each with patience and the pleasant assistance of the State Board of Harbor Commissioners, under Major Tilden overcame the difficulty. Finally the Harbor Manager problem was reduced to a concrete form that it could be presented to the Governor. It received his favorable approval. The Marine Committee will go forward with pride to the completion of this great step in the reawakening of San Francisco's Harbor consciousness.

It is hoped that the expansion step will lead to the development of a considerable amount of new tonnage and the return to San Francisco of some of the tonnage that has been going elsewhere. The Harbor Board faced by the committee was a difficult one, requiring prompt, vigorous and aggressive action. The way is now clear for this committee to be of even greater usefulness in once more making San Francisco the unchallenged port of the Pacific Coast.

The duties of the new Traffic Manager will be a broad scope. Upon him devolves the duty of once more reaching and bringing to San Francisco water cargo and tonnage at interior points throughout the West. To him also will fall the task of maintaining and increasing the use of the labor facilities of the port of San Francisco. In addition to these major duties he will perform such duties as are assigned to him by the president of the Harbor Commissioners.

[ continued on inside pages ]

HERE ARE NEW COMMITTEES

**Aeronautics Committee:** Frederic E. Supple, chairman, Henry Eickhoff, Jr., vice chairman, Victor T. Comer, Bruce Dobrman, F. H. Dutton, F. M. English, W. Blair Foster, Frank A. Flynn, Edw. C. Henshaw, A. S. Hubbard, D. H. Hughes, Thomas M. Jennings, Sidney Kahn, Abbott S. Knowles, Norman Larson, H. U. Linkins, E. P. Marbourg, Decker McAllister, Merrill C. Morshend, M. L. Moses, B. L. Moulthrop, Joseph C. Deusto, Webster K. Nolan, Britton Rey, Porter Sesnon, Edw. P. Spalding, S. A. Stimpson, Bartlett Stephens, W. G. Swanson, Oliver G. Swenson, Frank S. Timberlake, Edwin H. Walter, Russell Wilson, Earle Wright.

**Fire Prevention:** Robert M. Levison, chairman, P. F. Gardiner, vice chairman, Geo. D. Clark, Jr., Chester B. F. Cramer, James G. Flaherty, J. S. Garnett, C. I. Haley, Thomas Larke, Jr., Robert St. John Orr, Robert Lee St. Clair, Leonard M. White.

**Highway Committee:** Charles L. Bowman, chairman.

**Industrial Committee:** A. H. Brauer, chairman, Paul Wood, vice chairman, John Duniway, John Inglis, J. J. Heffernan, Richard O. Laist, Herbert H. Mitchell, J. R. Shuman, Evert Young.

**Marine Committee:** Gerald J. O'Gara, chairman, A. W. Young, vice chairman, Wheaton H. Brewer, Emmet J. Cashin, Will Crockett, Edw. P. Crossan, Walter L. Dawes, C. G. Eckart, H. P. Faye, Chalmers Graham, D. A. Hughes, D. L. Kieffer, Eugene Lloyd, Geo. C. Martin, Wilson Meyer, J. J. Tynan, Jr., A. von Adlung, S. G. Wallon.

**Membership Committee:** Emile D. Maloney, chairman, A. B. von Adlung, vice chairman, F. E. Bradbury, B. J. Gilmore, Edmond L. Kelly, C. F. Parker, M. C. Threlkeld, Jr., Paul W. Wood.

[ continued on inside pages ]

National Body Issues Statement on Junior C. C. Policies

Members of the San Francisco Junior Chamber of Commerce, which is affiliated with the United States Junior Chamber of Commerce, will be interested in the statement of policy recently made by the United States Chamber of Commerce in regard to its relations with the junior national body. At the same time, the senior board of directors authorized President Butterworth of the U. S. Chamber to appoint a committee including representatives from both groups to assist in the development of the chamber of commerce movement among younger men.

Following is the statement of policy:

1. The United States Junior Chamber will not accept or retain in its membership any local Junior Chamber of Commerce or Junior Division which is not in harmonious relationship with the local Senior Chamber of Commerce, the local Junior Chamber to be the judge as to whether or not such harmonious relationship does in fact exist.

2. The United States Junior Chamber of Commerce will continue to be entirely responsible for financing its own activities and that there will be no financial assistance incumbent in that connection upon the Chamber of Commerce of the United States.

3. The United States Junior Chamber of Commerce give assurance that its policies and projects will not be inconsistent with those of the Chamber of Commerce of the United States, the Board of Directors of the National Chamber to be the judge as to whether or not such inconsistency exists or is likely to result from any given or proposed course of action.

\$7500 Open Golf Tournament Is Set for December 4 to 7

Through the energy and foresight of the Sports Committee of the Junior Chamber of Commerce, San Francisco has been definitely assured a \$7500 open golf tournament this coming winter. With all preliminary arrangements completed, the Lakeside course of the Olympic Club will be the scene of play for the country's leading golfers for the four days, December 4 to 7, inclusive.

The Winter Open sponsored by the San Francisco Junior Chamber of Commerce will be the greatest money event ever held in this city, and is expected to draw a large gallery for the actual play as well as much news mentioned throughout the papers of the United States.

Management of this event as well as other sports affairs during the coming year will be under the direction of the new Sports Committee headed by Gordon McDonald as chairman. In addition to W. W. Monahan and Alfred B. Masters, graduate managers at California and Stanford, respectively, the committee will include—Clyde King, member of the Navy crew that won the Olympic regatta several years ago; Percy Lucey, football coach of the Olympic Club and Phil Neer, former ranking tennis player.

The complete committee is published in this issue with other appointments.

4. The United States Junior Chamber of Commerce will submit at least semi-annually reports of its programs of work and of its activities to the special committee.

New Fire Statute Initiated Through Jr. C. C. Committee

THE Fire Prevention Committee, under Robert M. Levison, chairman, enters the new fiscal year with its major project of the past year and a half approaching its final stage. This project is the proposed new fire ordinance for the city and county of San Francisco, and when finally completed will represent consistent hard work by one of the most active committee divisions of the Junior Chamber of Commerce.

Initiated by the Fire Prevention Committee, with the counsel of its advisory board of underwriters and fire department officials, this ordinance, when passed by the Board of Supervisors, will give San Francisco one of the most up-to-date fire laws in America.

For several weeks past it has been in the hands of the Fire Committee of the Board of Supervisors, and it is understood that the committee will present it to the supervisors for favorable action in the very near future. The Pacific League of Improvement Clubs has recently joined with the Junior Chamber in favoring the modernizing of San Francisco fire laws, and has offered them wholehearted support toward the passing of the proposed new ordinance.

An interesting by-product of the work of the Fire Prevention Committee on the new ordinance is the development of another proposed ordinance governing the use of X-ray film in the hospitals of San Francisco. All of the hospitals do not yet use the so-called "safety-film" and the new ordinance will force the proper guarding of life where the old type of film is still used. Credit for the proposal of this special ordinance belongs with Fire Marshal Frank Kelly of the city fire department, who is a member of the advisory board of the Fire Prevention Committee.

Roy M. Coon, a member of the advisory board of the Fire Prevention Committee, at the June 3rd meeting described to the committee his recent trip to Washington, [ continued on inside pages ]

A Service for Manufacturers

Through the courtesy of Radio KFWB, San Francisco Manufacturers have an opportunity to give live-minute talks on Monday, Wednesday and Friday evenings from 8:30 to 8:35.

Firms may, on these programs, without cost, tell of their firm, the making of their products, and where they are distributed. For further information communicate with the Chamber of Commerce Publicity Department, D'Avignon 5000.

San Francisco State Public Library

# SAN FRANCISCO BUSINESS

[San Francisco Junior Chamber of Commerce Issue]

JUNE 18, 1920

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

Published once each month as the San Francisco Junior Chamber of Commerce Issue of San Francisco Business at 211 Merchants Exchange Building, San Francisco, California.

Editor - JOHN L. GOMPertz

Associate Editors

Morlon Beebe Bartley Crum Lewis B. Reynolds Carl Wakefield  
Chairman, Publicity Committee - Robert B. Coons

Officers of the San Francisco Junior Chamber of Commerce

President - J. H. THREKELD

First Vice-President - J. A. Folger Second Vice-President - Wilson Meyer  
Third Vice-President - Daniel W. Evans Secretary-Manager - Frank A. King  
Assistant Secretary-Manager - Walter Reimers

Directors

Lloyd H. Berendsen, A. H. Brawner, Arthur M. Brown, Jr., Edward H. Clark, Jr., Robert B. Coons, Lloyd W. Dinkelspiel, Daniel W. Evans, J. A. Folger, Chalmers G. Graham, John J. Heffernan, Robert M. Levison, Emile D. Maloney, Wilson Meyer, Martin S. Milau, Herbert H. Mitchell, Britton Rey, Frederic E. Supple, J. H. Threkeld, J. J. Tynan, Jr., S. G. Walton, Archibald B. von Adelung.

## In Appreciation!

The Junior Chamber of Commerce acknowledges with sincere appreciation the tribute paid its efforts on the Sunnyvale project by the Senior Chamber in an editorial which appeared in the June issue of San Francisco Business.

## JR. CHAMBER ADVOCATES NEW HIGH SCHOOLS

The San Francisco Junior Chamber of Commerce was on record today for the establishment of two new Junior High Schools in San Francisco—one for boys, one for girls—advocated by the Children's Committee of the Associated Charities. According to the Children's Committee, the plan is "to meet the needs of children who are perfectly normal in every way but who are not at the present stage of their development academically minded but are interested in learning through the project method of doing things."

"If the school system can meet in this way, the needs of the different child," said J. H. Threkeld, president of the Junior Chamber, "it will do much for children who are entirely normal but not academically minded in San Francisco. It will have a tendency to decrease delinquency in minors and will undoubtedly keep young children at adolescence ages out of the Juvenile Courts."

The plan of the Associated Charities has been placed before the Board of Education for consideration and it is believed that if the Board of Education feels that it is sufficiently backed and supported by the leading organizations of the city, it will be willing to establish the schools in August of this year.

## BOEING SYSTEM'S TEN MILLIONTH MILE

Boeing System representatives are receiving congratulations upon the completion of 10,000,000 miles of flight, said to be the first time any American company reached that figure.

For three years Boeing System has been aerial mail, express and passenger carrier for San Francisco and in that time their planes carried 176 million letters, 13,800 passengers and many tons of express.

The ten millionth mile was flown June 8 during the daily flights on the Seattle-San Francisco-Los Angeles and San Francisco-Chicago mail-passenger routes.

## The Very Latest LEADS for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified. Domestic Trade Bureau of the Industrial Department.

**Apartment** - Chesterfield Apartments, 560 Powell.

**Artists** - Munger Bros. & Kratz (commercial), 425 Kearny.

**Association** - Socialist Party, 1095 to 861 Market.

**Attorneys** - John D. Gallaher, 111 Sutter to Federal Reserve Bank Bldg.; M. Jas. McGraham, 995 Market to 235 Montgomery; F. M. Parcells, 220 Montgomery; Edward M. Walsh, 315 to 235 Montgomery.

**Auto Repairing** - J. G. Barsotti & Co., 770 North Point; Bay & Ryan Automotive Service Co., 670 Turk.

**Automobiles** - Mustar & Wait, 270 7th.

**Beauty Parlors** - Colli Salon De Beauty, 177 Post; Nelly Gray Permanent Wave Co., 166 Geary to 177 Post; Betty Ward's Beauty Shoppe, 536 Geary.

**Billiards** - North Pool Parlors, 1869 Powell.

**Boiler Equipment** - E. A. Key Co., Inc., 231 Clay to 163 2d.

**Books** - Evening Book Shop, 210 Post; French Book Store, 1111 Polk to 324 Stockton.

**Botlers' Supplies** - F & G Botlers Supply Co., 309 Ellis to 1669 Folsom.

**Brokers** - Kaufman Cohn, 235 Montgomery; Louis W. Dessauer, 519 California to 311 Montgomery; Nathan L. Fairbairn (general insurance), 114 Sansome to 220 Montgomery.

**Builder** - F. W. Smithson, 703 Market.

**Candy** - Prosperity Sales Corp., Ltd., 37 Woodward; Sutter Candy Store, 175 Sutter to 241 Kearny.

**Chain** - Seattle Chain & Mfg. Co., 7 Front.

**Cigars** - Jones Smoke Shop, 159 Sutter; Albert Naoh, 708 Ellis.

**Cleaners** - Bank Cleaners & Hatters, 19 Eddy; Blue & Gold Cleaners, 910 Larkin; Club Cleaners & Dyers, 2421 Polk to 1516 Broadway; Community Cleaners, 810 Holloway; London Cleaners, 3380 19th; Milano Cleaning & Dyeing Works, 421 Columbus; Odorous Dry Cleaning Co., 555 Alabama to 868 Post.

**Clothing** - Stuart-Hall Clothes, 772 Market.

**Club** - Morris Henry Club, Chronicle Bldg.

**Codfish** - Alaska Codfish Co., 112 Drumm to 111 Clay.

**Consulting Logger** - C. L. Mullen, 235 Montgomery.

**Contractor** - J. M. Piccini (plastering), Hearst Bldg. to 63 Gilbert.

**Delicatessen** - Embassy Delicatessen, 582 Turk.

**Draperies** - Ronald Grose, Inc., 251 Post.

**Dresses** - Gershon's Dress Shop, 1003 Market.

**Dressmaking** - Rose Marie Dressmaking Shoppe, 302 4th Ave.

**Drugs** - Brundage, 2 Sacramento to 151 Market.

**Electrical** - Dodge's Electric Sales Co., 1672 Haight.

**Employment Agency** - Women's Free Employment & Relief Society of Cal., Inc., 507 Mission to 1159 Market.

**Engineers** - F. W. Kellberg (civil), 541 Market; George Buckner (electrical), 74 New Montgomery to 235 Montgomery.

**Fruit** - California Fruit Farms Corp. (Wm. M. Klink), 85 2d.

**Fur Goods** - A. Hersh & Son, 821 Market.

**Furniture** - Glickman's Furniture Exchange, 1855 Fillmore.

**Glass** - Holophane Glass Co., 71 New Montgomery to 235 Montgomery.

**Golf Courses** - Capuchino Golf & Country Club, 176 Sutter; Palace Golf Course, 615 Geary.

**Grocers** - E. A. Botcher, 1031 Post; Louis Del Carlo, 2951 23d; Joe Walk Mee, 1695 Geary; Marina Fine Arts Food Shop, 2398 Lombard; Purity Groceria, 2625 Mission; Solon Market, 1501 20th.

**Hardware** - Strome Hardware Co., 1921 to 1916 Irving.

**Hoists** - D. Bound & Son (chain), 7 Front.

**Ice Cream** - Royal Velvet Ice Cream Store, 4258 18th.

**Insurance** - California Union Insurance Co., 114 Sansome; East & West Insurance Co., 114 Sansome; Rudolph Herold, Jr., Co. (B. H. Westphal), 114 Sansome to 315 Montgomery; Earle E. Whitney, 158 Maynard.

**Jeweler** - M. W. Cohen (mfg.), 150 to 210 Post.

**Ladies' Wear** - Mark Samuels, 833 Market.

**Laundry** - Jackson St. Laundry, 823 Jackson.

**Machinery** - J. Epstein, 739 Folsom.

**Manufacturers' Agent** - C. C. Skov, 49 Geary to 150 Post.

**Multigraphing** - Blue Arrow Multigraph Shop, 274 Brannan.

**Physicians** - Dr. Leo L. Meininger, 516 Sutter; Dr. Chas. J. Simon, 209 Post to 323 Geary.

**Plumbing** - John H. Carberry, 112 Gough.

**Radio** - Radio Sales Co., 209 Taylor.

**Real Estate** - G. H. Palmgren, 221 Church; Alvin Schmulowitz, 321 Kearny to 625 Market; B. E. Ward, 995 Market.

**Restaurants** - H. W. Bergquist, 1999 San Bruno; Dino Donati, 1107 Powell; Embassy Hotel Coffee Shop, Polk and Turk; H. & B. Lume, 1805 Haight; Jack Kramer's Sandwich Shop, 321 Mason; Specialty Coffee Shop, 566 California; Unique Restaurant, 506 Battery.

**Service Station** - Sartor's Service Station, Post and Franklin.

**Shoe Repairing** - Roosevelt Shoe Repairing Co., 2761 24th.

**Shoes** - Keller's Shoes, 809 Ma.

**Signs** - Lister Sign Co. (B. A. T), 721 Market to 281 Natoma.

**Surveyors' Equipment** - Eugene Gen Co., 333 to 523 Market.

**Tailors** - T. De Rosa, 701 Vallejo; berg & Gabert (Joe H. Rosenberg), 81 Market.

**Taxi Service** - White & Blue C 165 to 161 Eddy.

**Tools** - Miller Tool & Mfg. Co. Capp; F. O. Stallman (machine), 2180 Folsom.

**Upholsterer** - Alber E. Bowden to 2163 Polk.

**Welding Equipment** - Pacific W Supply Co., 998 Divisadero.

**Miscellaneous** - O. D. Baker, de Bldg., Bell Institute of Exercise R 210 Post to 263 Sutter; Dr. James T. son, 516 Sutter; Castagnola Bros., erman's Wharf; Chaffeux Bros. Powell to 21 Columbus; Paul Headquarters, 10 Embarcadero; C Sokol Gymnasium Assn., 86 Golde Ave.; Czechoslovak Consulate, de Bldg.; F. C. Dougherty, 1 Montome. C. Duncan, 220 Montgomery; Eagl zens Committee, St. Francis Hotel; ion Shop, 355 Sutter; Fellowship Fe tion, 1212 Market; W. D. Gann Sel Service, Inc., 465 California; H Motors Corp., 35 Van Ness Ave., Montgomery; Dr. Sophie B. Hewi Stoeckton; Kardo Game Service, Bldg.; McEllan Sales Co., 11th an. son; National Service Bureau, Inc. 135 Stockton; New California Dist ing Co., 253 Leavenworth to 2188 & vinka News & Co., 2092 Sutter; I Sales Co., 1095 Market; Patrick, d 865 Mission; Printers Research B 165 California; Republic Electric Co. (J. A. Ward), 220 Montgomery; pezone Co. of Calif., 1101 Mission; ers Theatre & Studio, Forman, I. Treat Ave. Repair Shop, 577 Turk; Trinity Center, 3261 23d to 310 United States Building Co. (The Franklin), 2001 3d; Vegetarian Pro. Co., 620 O'Farrell.

## Business Condition

Business for the week ended June measured by the volume of checks sent for payment, was below the preceding week and lower than the week ended June 8, 1920. Cent awarded for new building for the reported week were more than the eding period but fewer than fo corresponding period in 1920.

Wholesale prices, remaining unchanged from the preceding week, were 8 per cent lower than the first week of June. The composite iron and steel price advanced slightly over the last week in and was 9 per cent lower than the ended June 8, 1920.

Bank loans and discounts for the ended June 7 were 1 per cent greater the preceding week and 4 per cent greater than the corresponding period last. Prices for stocks registered declined but comparative periods. Bonds p on the other hand, while showing change from the preceding week, w per cent higher than a year ago.

Interest rates for call money show change from a week ago but were 1 than the same period of last year. Money rates were lower than both preceding week and a year ago.

## REVENUE FREIGHT LOAD

Loading of revenue freight ended May 21 totaled 931,472 cars, owing to the car service division of American Railway Association. This an increase of 1468 cars above the eding week, but a reduction of 12 cars below the same week in 1920. It was a reduction of 89,931 cars und same week in 1928.

# ACTS and CRACKS



...a tough job. Charles Fay, Jr., is working acquiring a summer tan at

Levit and his wife are due back week after six months in the Orient. He is bringing back a new male member to the family, born during the trip.

...ulations are in order. It is now Mrs. Gage Burnister.

Jack Hefferman up the Russian and the other Sunday buying lime and ice. Yep, it was too hot to

...ell Brown just drove a new Pierce from the factory. We hear it is well after a record trip home. Person in well broken.

...man Nichols just left for Los Trip saved him from writing this

...ure Kelly, Jr., is off to Harrisburg, to be best man at a family

...ard M. White, of the Publicity and Convention Committees, recently from a visit on a real Arizona cow White says he can now bust from the ground.

...ey F. Gardiner was unanimously as Vice-Chairman of the Fire Prevention Committee at a luncheon meeting Tuesday, June 3.

## WITH OTHER CHAMBERS

...Corpus Christi, Texas, Junior Chamber has grown so rapidly that it decided to employ a full-time secretary-manager.

...ose Jaw, Saskatchewan, has entered campaign to have the Elbow Forest converted into a Canadian National

...Kitchener of Oakland has been president of the California State Chamber.

...as, Texas, has a good-sized feminine membership, if the members of the Club are asked about it.

...nla, home of Bobby Jones, conducted its own golf tournament while the hero was winning the British play Andrews.

...Lake has joined the United States Chamber. It has also set up a budget of \$100 per member per year for publications.

Phoenix, Arizona, last month sponsored an air circus.

Marion, Indiana, made the townspeople take Clean-Up Week seriously. More than 150 truck loads of trash were removed from the streets alone.

Los Angeles held its annual \$100 per plate sportsman's banquet. They reported no vacant seats.

The United States Junior Chamber of Commerce now reports more than 90 local bodies affiliated with it. The state of Oklahoma leads with 9 bodies represented, Georgia and Texas are tied for second place with seven each, and California and Nebraska are tied for next honors with six each.

## Marine Committee Completes First Step in Harbor Program

(continued from page 1)

With the erection of this office San Francisco has now taken her place among other leading American ports where such an office has become an established and integral part of the cargo stimulating organization made necessary by competitive conditions.

## SET JUNE 20 FOR INDUSTRIAL COMMITTEE LUNCH

Friday, June 20, is the date scheduled for the first meeting of the Industrial Committee.

Under the able leadership of "Al" Brauner, Chairman, bigger and better things (industrially speaking) for San Francisco are assured.

Paul Wood will serve on the committee as Vice-Chairman.

## JR. C. C. STARTS "COOS BAY" REMOVAL

Al Young, oratorical diplomat and member of the Marine Committee, saw his efforts finally rewarded with success last month when work was begun on the removal of the wreck of the Coos Bay, long an eyesore on the rocks near Bakers Beach. A sub-committee of the Marine Committee of the Junior Chamber of Commerce headed by Al Young, after a long survey of the situation succeeded in completing arrangements to have this shattered bulk torn down. Almost every visitor to the port in the past two years has commented upon the unsightly appearance of the rusting hull among the breakers at the very portal of the Golden Gate. Committee-man Young and his assistants took an active part in the inauguration of the salvation activities and the favorable comment of the entire waterfront fraternity was one more feather in the cap of the Marine Committee.

## MUNICIPAL AFFAIRS PROBLEMS TACKLED

The Municipal Affairs Committee has gotten off to a flying start which presages a very active and successful year under the leadership of Lloyd Berendsen. This committee is composed mainly of chairmen of sub-committees who in their respective committees are handling very definite problems.

Important problems upon which work has already commenced are: Charter Revision, which has to do with the formulating of a new charter for the City and County of San Francisco; consolidation of the counties of San Mateo and San Francisco on a satisfactory basis to all concerned; and Salary Standardization for municipal employees.

## HERE ARE NEW COMMITTEES

(continued from page 1)

**Municipal Affairs Committee:** Lloyd Berendsen, chairman, Carl Feierbach, vice chairman, Ray Borlini, C. I. Haley, Wm. E. Jason, Jr., Willard Johnson, Sidney Kahn, Bert Levit, J. C. McClaran, Ramsay Moran, F. W. Tomney, Reginald Vaughn, Frederick Wolf.

**Program Committee:** John J. Hefferman, chairman, E. S. Ciprico, Jr., Russell M. Dickson, W. A. Hargear, A. S. Hubbard, Seymour Turner, Walter G. Swanson.

**Publicity Committee:** Robert B. Coons, chairman, Wheaton Brewer, vice chairman, T. E. Connolly, Jr., vice chairman, John L. Gompertz, vice chairman, Theodore Brower, R. G. Congdon, Morton Beebe, Bartley C. Grum, F. M. English, H. B. Given, Jr., Gene Hoffman, Willard Johnson, Herman Nichols, Lewis B. Reynolds, Carl C. Wakefield, Leonard M. White, W. G. Swanson.

**Radio Committee:** Martin S. Milau, chairman, Heber V. Tilden.

**Sports Committee:** Gordon McDonald, chairman, R. G. Congdon, Lloyd Dinkelspiel, Milton H. Esberg, Jr., Charles Fay, Jr., B. J. Frankenheimer, Harold Havre, Edw. C. Henshaw, Clyde W. King, Percy Loeey, A. W. Masters, W. W. Monahan, Phil Patterson, Phil Neer, Clinton F. Parker, A. D. Powers, Jr., Lewis B. Reynolds, Don Thompson, H. J. Toso, B. K. Vaughan, Mechial Voyue, Edwin H. Walter.

**Speakers Bureau:** John Duniway, chairman, C. I. Haley, Bert W. Levit, Robert Litter, Walter Rountree, M. O. Tobriner.

NOTE: All committee appointments had not been approved by the Board of Directors at time of going to press. Additional appointments will be announced in the next issue of the Bulletin.

## Foreign and Domestic TRADE TIPS

Inquiries concerning these opportunities should be made to the Foreign Trade Department of the San Francisco Chamber of Commerce, 24 Venport 5000, list numbers being given.

## FOREIGN TRADE TIPS

20217—Dried Fruits and Sardines.

New York, N. Y. Firm is inquiring on behalf of a South American customer of theirs for the names of exporters of evaporated fruits, dried apples, pears, plums, etc., and sardines packed in tomato sauce in oval tins.

20218—Pigeon Feeds.

Victoria, B. C., Canada. Owner of pigeon farm desires quotations on kafir corn and other pigeon feeds.

20219—Oakum.

San Francisco, California. Swedish manufacturer of plumbers' oakum wishes connections.

20220—Representation.

San Francisco, California. Consulting engineer is leaving for a stay of at least three months in London, in July. Has been a resident of San Francisco for ten years and is also well-acquainted in England. Wishes to act for local firms desiring to make trade connections in England. Open for appointment. References.

20221—Dried Fruits.

Copenhagen, Denmark. Firm is desirous of representing a packer of prunes, apricots, raisins, peaches and apples. Bank references and trade report on file.

20222—Spices.

Amsterdam, Holland. A Dutch shipper of spices is seeking an agent.

20223—Representation.

Carmel-by-the-Sea, California. Party who has just returned from a world trip wants to obtain the representation of packers and exporters of dried and canned fruits. Has connections in Amsterdam, Paris, and Batavia, where he has experienced salesmen available. Has traveled abroad for years and speaks several languages. References.

20224—Representation.

Paris, France. Party wishes to obtain the representation of packers and exporters of dried fruits.

## WELCOME TO NEW MEMBERS

The Junior Chamber of Commerce welcomes to membership the following, who joined during the period of May 16 to June 11:

James L. Craig, Southern Surety Company of N. Y.; O. J. Dartcup, Pacific Coast Steel Corporation; Gene Hoffman, Matson Navigation Company; Percy P. Loeey, The Olympic Club; Jack W. Thompson, Jr., Niderost & Taber, Inc.

## New Fire Statute Initiated Through Jr. C. C. Committee

[continued from page 1]

D. C., where sprinkler systems for airplane hangars were tried out under actual fire conditions.

Four airplanes and a full-sized hangar were used in the experiment and various types of fires were started inside the building. The overhead sprinklers and "deluge" equipment installed in the floor of the hangar were able, in all instances, to put out the fires before serious damage was done. Mr. Coon is chief engineer for the sprinkler risk department of the Board of Fire Underwriters of the Pacific.

20225—Enameled Jewelry.

San Francisco, California. French manufacturer of enameled jewelry is seeking agent.

20226—Spangles.

San Francisco, California. French manufacturer of spangles for theatrical costumes, etc., desires a local connection.

20227—Cassocks.

San Francisco, California. Manufacturer of cassocks located in France desires an agent.

20228—Brass Products.

Los Angeles, California. German metal factory manager is anxious to get in touch with exporters of raw copper, copper bars, electrolytic copper in wire bars, and scrap copper wire.

20229—Cheese.

San Francisco, California. Shipping company is seeking local connections for Swiss and French exporters of cheese who desire distribution of their products on the Pacific Coast.

20230—Sour Cherries.

San Francisco, California. Exporters in Italy are desirous of communicating

[continued on page 4]

4  
**Transcontinental**  
**Freight Bureau Docket**

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject:

**11206—Wire clothes lines.** L.C.L. westbound: Request for less carload rate of \$2.47 per 100 lbs. on wire clothes lines from Group "J" to Pacific Coast points under Item 5605 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11207—Synthetic gum compound.** L.C.L. westbound: Request that Item 4262 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), be amended to include synthetic gum compound.

**11208—Boards (wooden), bread, lap, meat, pastry, skirt or ironing.** L.C.L. eastbound: Request that Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent), be amended to provide for less carload commodity rate of \$2.25 per 100 lbs. to Group "D" on boards (wooden), bread, lap, meat, pastry, skirt or ironing, as described in Section 1 of Item 2008.

**11209—Fresh vegetables.** CL, eastbound—transit: Request for amendment of Note 2, Items 3820 and 3821 also Rule 2, page 295 of Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent), to permit storage-in-transit of fresh vegetables.

**11210—Dumping bodies, iron or steel.** CL, westbound—transit: Request that Item 5515 of Tariff 4-D (I.C.C. Nos. 126, A-277, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), be amended to provide for stopping-in-transit of iron or steel dumping bodies to partly unload subject to the provisions of individual lines' tariffs lawfully on file with the Interstate Commerce Commission.

**11211—Doors and set-up sash.** CL, eastbound: Request for amendment of

Tariffs 17-K (I.C.C. No. 1240, H. G. Toll, agent) and 27-M (I.C.C. No. 1232, H. G. Toll, agent), to provide for joint through rates on doors and set-up sash, carloads, from North Pacific Coast and California Territories to Southeastern destinations on basis 3½ cents per 100 pounds higher than the current lumber rates.

**11212—Lumber and articles manufactured therefrom.** CL, eastbound: Request for amendment of Tariff 27-M (I.C.C. No. 1232, H. G. Toll, agent), to provide for trans-shipment rates on lumber to Colorado, New Mexico, Texas and Wyoming and points east thereof intermediate to the Missouri River, 1½ cents per 100 lbs. less than the Coast rate on lumber as described in Item 525 as taking Group "D" rates and appropriate rates on other lumber products.

**11213—Malted milk.** CL, eastbound: Request for amendment of Item 2650 of Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent), to provide for carload rates on malted milk from North Pacific Coast points to Groups A, B and C.

**11214—Fireplace wood carrier or holder and fireplace coal hods.** CL, westbound: Request for amendment of Item 5260 of Tariffs 1-H (I. C. C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 126, A-283, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to include fireplace wood carriers or holders and fireplace coal hods.

**11215—Walnuts and filberts.** CL, eastbound—transit: Request for amendment of Item 2690 of Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent), to permit stopping-in-transit of walnuts and filberts to partly unload.

**11216—Aluminum bronze powder.** CL, westbound: Request for rate of \$1.50 per 100 lbs., minimum weight 10,000 lbs. on aluminum bronze powder from Group "B" to Pacific Coast points under Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11217—Zinc battery shells and zinc cups.** CL, westbound—export: Request that Item 94 of Tariff 29-T (I.C.C. Nos. 124, A-281, 2265 and 1236 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), be

amended to include zinc battery shells and zinc cups.

**11219—(Amended)—Semi-solid butter-milk.** CL, westbound: Request for carload rate of 50 cents per 100 lbs. on semi-solid buttermilk, minimum weight 50,000 lbs., to the Pacific Coast under Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 126, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), from origin points in the following groups: Tariff 1-H—F, G, H; Tariff 4-D—F, G.

**11112—(Amended)—Two-for-one rule in connection with shipments of furniture originating at Group "A" points on Boston & Maine R. R., Central Vermont Ry., Grand Trunk Ry. and Rutland R.R. destined Pacific Coast points, westbound:** Proposal to amend Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones, and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 126, A-272, 2232 and 1230 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide that paragraph (d) of Section 1, Item 792, Tariff 1-H, and paragraph (e) of Section 1, Item 792-C of Tariff 4-D (two-for-one rule) will also apply in connection with furniture moving from Boston & Maine R. R., Central Vermont Ry., Grand Trunk Ry. and Rutland R. R. Group "A" points to the Pacific Coast under Item 2835-series.

for the names of exporters or importers of fells.

**20236—Gold Fish.**  
 Osaka, Japan. Exporter of "fish wishes a local connection.  
**20237—Rice Pith.**  
 Minneapolis, Minn. Laboratories the market for Japanese rice pith.  
**20238—Furs, Hides, Skins, Meat By-Products.**  
 Tokio, Japan. Importer of aboy modities wishes to communicate local exporters.  
**20239—Agency.**  
 San Juan, P. R. Firm wants to the agency for rice and beans dried fruits, canned fruit, canne wrapping paper, and laundry soap

**20240—Balsa Wood.**  
 San Francisco, Calif. Central Am firm wants to find a market for wood, which they can ship in l sawn to specifications. Local refer **20241—Coffee, Cacao, Sugar, Cocoa and Coconut Oil.**  
 Granada, Nicaragua. Party is se market for the above comm dities.

**20242—Dry Goods, Hardwar, Dra**  
 Monterrey, Mexico. Comp y is ested in learning the names of imp of the above articles from Japao.  
**20243—China Wood Oil.**  
 Monterrey, N. L., Mexico. Fur company is inquiring for the nam concerns who are able to furnis wood oil in large quantities.

**20244—Canned Fish and Canned Fr**  
 Caracas, Venezuela. House enag foreign trade wishes to obtain the sntation of a packer of pink sa chum salmon, sardines, shell fish, oy and fruits canned in their own l References.

**20245—Representation.**  
 Oakland, California. Party wil se years experience in South Ame countries and who speaks severa guages is seeking the representat on local firm for South America, espe Argentina and Chile. Local refer Open for appointment.  
**20246—Dried Fruits.**  
 Buenos Aires, Argentina. Party v to buy California dried fruits—against documents or letter of c Prices and offers should be sent by mail and samples (very small) shou sent by direct first-class mail, as the ing season has almost commenced, B ences.

**20247—Fancy Tiles.**  
 San Francisco, California. Bank i quiring for the names of local firms would be interested in representi manufacturer of snall fancy tiles, lo in Spain.

**20248—Japanese Merchandise.**  
 Yokohama, Japan. Exporters of many wares, toys, electric bulbs, o goods, lacquerware, etc., are seeki local market for their goods.

**FOREIGN TRADE TIPS**

[continued from page 3]

with firms in San Francisco interested in the importation of sour cherries.

**20231—Dried Fruits and Preserved Goods.**  
 Bremen, Germany. Party wants to represent local houses handling dried fruits.

**20232—Novelties.**  
 Denver, Colo. Party desires to communicate with importers of Oriental novelties.

**20233—Foodstuffs.**  
 Shanghai, China. Company is inquiring for the names of exporters of herrings, piculs, cabbages, and other vegetables, all kinds of cheese, dried fruits and sardines in oval tins. Trade report on file.

**20234—Japanese Prints.**  
 Columbus, Ohio. Collector of inexpensive modern Japanese prints wants to communicate with dealers in this commodity.

**20235—Felt.**  
 Osaka, Japan. Company is inquiring

**DOMESTIC TRADE TIPS**

**D-3490—Representation.**  
 New York City. Party anxious to secure agency in New York of San Francisco concern.

**D-3491—Machine Shop.**  
 Chicago, Illinois. Eastern concern manufacturing speed reducers installed between motors and power-driven machines desires to make contact with local machine shop so that product can be assembled, stocked, shipped and serviced. Will consider purchase of machine shop if terms can be satisfactorily arranged to handle product.

**D-3492—Salesman.**  
 New York City. Well established concern anxious to contact salesman on Pacific Coast for the sale of cotton, rayon and cotton-rayon mixture piece goods on commission basis.

**D-3493—Agency.**  
 Boston, Mass. Manufacturers' agents desirous of making connections with concerns interested in representation in New England.

**D-3494—Representative.**  
 Los Angeles, Calif. Party is desirous of securing agency of any staple line. Prefer territory of Salt Lake City and surrounding communities.

**D-3495—Distributor.**  
 New York City. Party anxious in securing agency or distribution quarters for the sale of any product. Qualifications as to integrity and character on file.

**D-3496—Woven Felt.**  
 Unionville, Conn. Manufacturers of woven felt are desirous of contacting western concern interested in handling their commodity.

**D-3497—Airplanes.**  
 Detroit, Michigan. Well established airplane manufacturers are anxious to secure

sales office or agency in this territory. details on file.

**D-3498—Water Boilers.**  
 Watertown, Wisconsin. Executive concern that specializes in the condition of water is anxious to make connections San Francisco firm. Also wants a rel firm who would be interested in the m facture and sales of a newly-devised bo

**D-3499—Novelties.**  
 San Francisco, Calif. Manufacturer original and exclusive line of Easter, low'en and Thanksgiving novelties wants secure a market in middlewestern, ea and southern states.

**D-3500—Resident Buyers.**  
 Jackson, Mississippi. Well-established linery wholesalers are desirous of conta party or concern who will purchase mill from San Franciscan manufacturers and as their resident buyers.

**File your copy!**  
 Each Issue of  
**S. F. BUSINESS**  
 contains valuable  
 Trade Information  
 Keep a Record on File  
**Davenport**  
**5000**

## Bringing New Industries to S. F. and Protect Those Already Here, Urges Pres. Cutler

### Cooperation Aids Work of Census Crews

EFFICIENT cooperation is being given by the census enumerators taking the censuses of Distribution and Manufactures, Chief Census Supervisor W. Curry informed the special San Francisco Chamber of Commerce meeting assisting him in this work.

Through the cooperation of 50 business organizations we have been offered exhibits of wholesalers, manufacturers and retailers for checking the accuracy of our census reports," Curry said. "Most of the census districts in San Francisco, with the exception of the downtown business and wholesale districts have been completed. Our district workers are now carefully re-canvassing the districts to be sure that no business has been overlooked. Following this we shall use the lists, supplied by the organizations, as a further means of increasing the accuracy of our work.

Through the cooperation of the San Francisco daily and weekly newspapers, and magazines we have been able to bring to the purpose of these business organizations to local business men with satisfactory results in most cases," Curry continued.

Through the two forms of census and the compilation of the total industrial output of San Francisco, aggregate of both in manufacturing and distribution establishments, and total merchandise sales will be made possible.

Emphasizing the importance of the information to San Francisco, Vice President and Industrial Committee Chairman L. O. Head of the San Francisco Chamber of Commerce, stated: "Merchants and business men throughout San Francisco are urging further industrial development of our city. From our experience we know that potential markets are the motivating influence affecting the establishment of new industries. In order to mark we need such information to bring the city to industry. Relatively few business men can ordinarily help in bringing new industries, but here is their opportunity to be of great help in developing San Francisco industrially. As merchant, excepting those in the neglected downtown business districts, make sure that his report has been filed at the census bureau. If he has overlooked he should phone the Census Bureau, Market 4674, and ask an operator to call and obtain his report. Census information is required by the government and is kept confidential. Therefore, the fear of the tax collectors securing information about their business, may help build San Francisco industrially by supplying their part of the information necessary to bring new industries here," Head urged.

### NEW BOARD OF DIRECTORS

The following new Board of Directors for the Chamber was elected at the annual election held Tuesday, June 17:

- A. M. BROWN, JR.  
Edward Brown & Sons, 200 Bush St.
- JOHN R. CAHILL  
Cahill Bros., 206 Sansome St.
- JAMES A. CRANSTON  
General Electric Co.,  
Russ Bldg., 235 Montgomery St.
- LELAND W. CUTLER  
Fidelity & Deposit Co. of Maryland,  
405 Montgomery St.
- ARTHUR R. FENNIMORE  
California Optical Co., 181 Post St.
- B. R. FUNSTEN  
Walton N. Moore Dry Goods Co.,  
Mission at Fremont.
- WM. H. HARRELSON  
Bank of Italy, 1 Powell St.
- L. O. HEAD  
Railway Express Agency, Inc.,  
Second and Mission Sts.
- J. W. MAILLIARD, JR.  
Mailliard & Schmiedel,  
203 California St.
- L. H. MARKS  
Chas. Brown & Sons, 871 Market St.
- FREDERICK H. MEYER  
525 Market St.
- JOHN W. PROCTER  
Chamberlain & Procter, Mills Bldg.
- ROBERT C. REID  
Balfour Guthrie & Co., Balfour Bldg.
- ALBERT E. SCHWABACHER  
Schwabacher & Co., 665 Market St.
- FRANK A. SOMERS  
Somers & Co., 465 California St.
- LOUIS C. STEWART  
Sadden & Christenson,  
310 Sansome St.
- JOSEPH S. THOMPSON  
Pacific Electric Mfg. Corp.,  
5815 Third St.
- J. H. THRELKELD  
Threlkeld Commissaries,  
215 Market St.
- A. EMORY WISHON  
Great Western Power Co.,  
225 Bush St.
- HERMAN WOBBER  
Paramount Publix Corp.,  
1066 Market St.
- LEONARD E. WOOD  
California Packing Corp.,  
101 California St.

### Chamber's New Officers Tackle Job Of Community Development

THE following officers were unanimously elected to lead the San Francisco Chamber of Commerce for the ensuing year by the new Board of Directors at their first meeting Thursday, June 19:

- President - - - - - Leland W. Cutler
- First Vice President - - - - - L. O. Head
- Second Vice President - - - - - J. W. Mailliard, Jr.
- Third Vice President - - - - - B. R. Funsten
- Treasurer - - - - - Albert E. Schwabacher
- Secretary - - - - - Miss Marie A. Hogan

Frederick H. Meyer nominated Mr. Cutler for president. J. W. Mailliard, Jr., nominated Mr. Head for first vice president; Director Joseph S. Thompson nominated Mr. Mailliard for the second vice presidency; L. H. Marks nominated B. R. Funsten as third vice president; Arthur M. Brown, Jr., nominated Albert E. Schwabacher to succeed himself as treasurer, and Director Frank A. Somers renominated Miss Marie A. Hogan as secretary.

"Walker, follow me with my ice cream," said the new president as he moved to the chair of his office at the head of the table. In a brief speech of acceptance he said:

"We are all taking jobs as well as offices. Our first concern is to find out what San Francisco wants. What San Francisco wants, the Chamber of Commerce should want. We twenty-one should be able to find out what San Francisco wants and to do the job. Our biggest job is to bring new, important industries here and to protect those that are already here. If we can't, we ought to turn the job over to someone else who can."

Clay Miller, past president of the Chamber who was chairman of the Nominating Committee that named the new Board of Directors in addressing the Board after it had elected its officers said:

"You have selected a leader who will command a loyalty and a cohesion which will reflect itself back into the business of San Francisco. There is much work for the Chamber to do—much criticism to withstand and overcome.

"The Nominating Committee did not choose lightly when it offered the names of this Board to the membership.

"We held at least seven meetings and we feel that the Chamber has as a result a truly representative group of San Francisco business men to make its policies and direct its affairs for the coming year."

Phillip J. Fay, former Chamber president and member of the Senior Council, offered the congratulations of the Senior Council to the Nominating Committee on the results of its work. He tendered to the president and to the Board of Directors the support of the Senior Council in the many vexing questions which will confront them. The presidency of the Chamber of Commerce of San Francisco is a position of serious responsibility in

[ continued on page 2 ]

### A SERVICE FOR MANUFACTURERS

Through the courtesy of Radio KFWL, San Francisco Manufacturers have an opportunity to give five-minute talks on Monday, Wednesday and Friday evenings from 8:30 to 8:35 o'clock.

Firms may, on these programs, without cost, tell of their firm, the making of their products, and where they are distributed. For further information communicate with the Chamber of Commerce Publicity Department, Davenport 5000.

### San Francisco Shown As Freight Center

EMPHASIZING the superior advantages of "San Francisco the Center of the Western States for Transportation Headquarters," a direct mail advertisement has just been mailed to over 2500 industrial concerns throughout the East by the San Francisco Chamber of Commerce.

The mailing piece which is a part of the commerce body's industrial sales campaign states:

"Manufacturers distributing either to the western states or trans-Pacific markets find it a distinct advantage to be located in San Francisco—western headquarters for transportation companies. Without the necessity of protracted cor-

[ continued on page 2 ]

San Francisco, Calif.  
Public Library,  
Civic Center,

# SAN FRANCISCO BUSINESS

JUNE 25, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

## The Very Latest LEADS for NEW BUSINESS

# Industrial Development

Reported by the Industrial Department

### NEW INDUSTRIES

**Davis Emergency Equipment Company, Ltd.**, with headquarters at New York City, manufacturer of emergency equipment, has established western headquarters in San Francisco at 1268 Mission Street, where one floor is occupied. A complete stock of safety equipment is carried here, and the eleven western states will be served from this new branch. The concern was formerly represented here by the Bullard-Davis Company of California, and products of the company have a nation-wide distribution. Herbert Brendlen, vice president, will be in charge of the western headquarters.

When on a recent industrial trip in the East, the manager of the Chamber's Industrial Department, visited President Davis with reference to locating this branch in San Francisco, as the company had not decided at that time where the branch would be located.

**I. N. S. Products, Ltd.**, has been organized to manufacture a cleanser for wood surfaces and fabrics, and "Perfectshine" metal and glass polish. The concern is located at 435 Bryant Street, where one floor is occupied.

Western headquarters has been established in San Francisco at 469 Bryant Street, by **Aeroll Burner Company, Inc.**, with head office and factory in West New York, New Jersey. A complete stock of products of the company, which includes asphalt and lead melting kettles, tool heaters, asphalt surface heaters, heating torches, oil burners, spray machines for curing concrete, hand spraying attachments, etc., will be carried at the above mentioned San Francisco headquarters. R. M. Starner, formerly representing the company here, is Pacific Coast manager.

**The Fresco Products Company** has recently been organized, and is manufacturing syrups and cordials. Factory and office is located at 3128 Fillmore Street, where one floor is occupied.

A new company, **R. L. Roberts, Ltd.**, has been organized for the purpose of manufacturing "Ra-Lumin-Ex," an alloy composed principally of aluminum. The factory is located at 360 Bryant Street and offices at 965 Russ Building. An investment of approximately \$36,000 has been made, which includes cost of building, land, and machinery. According to R. L. Roberts, the product has great tensile strength and will be used to a large extent in replacing brass, copper, and aluminum, by the automotive trade, etc.

**Stein & Solaz**, 4150 Eighteenth Street, has been organized and is in the business of making furniture sets to order, lamp shades, etc., and upholstering, repairing mattresses and renovating gift furniture.

**Giltmore Oil Company**, with headquarters in Los Angeles, established its San Francisco branch some months ago at Third and 18th streets. Property and building at this address, which were purchased by the company, represent quite a large investment. A complete stock of products is carried.

### EXPANSIONS

**Pacific Box Corporation, Ltd.**, manufacturer of all kinds of wooden boxes and shooks, is constructing a one-story addition to its factory at 2600 Taylor Street, which will be completed and occupied by about August 15. New machinery will be installed, and it is anticipated production will be increased 25% when this addition is in operation. Some months ago, by purchase and merger, The Pacific Box Factory acquired the Superior Box Company of Alameda, and the Mercantile Box Company and Oakland Box Factory, both of Oakland. Announcement was made that the plants of the various merged concerns would continue to operate, and that the corporation would be operated under the name of Pacific Box Corporation, Ltd., with headquarters in San Francisco at 2600 Taylor Street.

**Singer Sewing Machine Company**, with headquarters offices in New York City, and four factories in the United States, one in Canada and 3 in Europe, moved its Pacific Coast branch at San Francisco, some months ago, to the new building at 59 Grant Avenue. This four-story building, entirely occupied by the company and known as the Singer Building, was purchased by the concern and represents an investment of between \$400,000 and \$500,000.

### NEWS NOTE

Announcement was made some weeks ago of the formation of the **Ferry-Morse Seed Company**, a merger of the firms of C. C. Morse, operator of large seed ranches at various locations in California, and D. M. Ferry with seed breeding station and trial grounds near Detroit and seed ranches throughout the Middle West and Pacific Northwest. These two concerns are large well-known distributors of vegetable and flower seeds. Offices, warehouse and retail store of the Ferry-Morse Seed Company are located at 500 Paul Avenue, where package seeds are sold.

[continued on page 3]

### San Francisco Shown As Freight Center

[continued from page 1]

responsibility, freight matters may be adjusted by personal contact with transportation officials.

"Railroad and steamship companies, like 1500 other national concerns, recognize San Francisco's superior geographical position as the West's business center.

"Here are located the headquarters of the Southern Pacific Company and the Western Pacific Railroad, Pacific Greyhound Lines, Inc.—western motor stage service; several intrastate railroads; the principal traffic official of the Santa Fe Railway; and the Railway Express Agency Western Headquarters. Also 75 other railroads have San Francisco offices, several of which have no other coast offices.

"Outstanding round-the-world, trans-Pacific and intercoastal steamship companies such as Dollar, Matson, Panama Mail, Ralfour-Guthrie, Nelson, and McCormick have their home offices in this

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified. Domestic Trade Bureau of the Industrial Department.

**Advertising**—Clair E. Morrison (radio), 1180 Market.  
**Artist**—J. Morgan Sims (commercial), 510 Battery.

**Attorneys**—C. H. Fish, 995 to 1065 Market; Harold F. Hennessy, 628 Montgomery to 830 Market; Wm. F. Herron, 995 to 1005 Market; Aaron Vinkler, 628 Montgomery to 830 Market.

**Automobiles**—Fred J. Lautze, 313 San Bruno Road; George Mingers (used cars), 1691 to 1681 Market.

**Bakery**—J. Mighetto, 2113 Chestnut.

**Barber**—J. Ruiz, 133 Geary.

**Batteries**—Battery Depot, Ltd., 670 Turk; Holmes Bros. Battery & Electric Service, 5 So. Van Ness Ave.

**Beauty Parlor**—International Beauty Shops, 270 Sutter.

**Bonds**—Pearce & Co. (foreign), 430 California.

**Books**—Church Book Shop, 1051 to 1045 Taylor.

**Brakes**—El Patio Brake & Wheel Aligning Service, 1577 Market to 5 So. Van Ness Ave.

**Brokers**—Pillsbury & Co. (investment), 111 Sutter.

**Building Maintenance**—L. C. Fagan Maintenance Co., 899 Candy to 1595 Noe.

**Candy**—Delicious Candy Factory, 418 Valencia; J. A. Solimine, 904 Cortland.

**Chimney Expert**—William Davis, 176 Peabody.

**Chiroprapist**—Dr. Della MacMunson, 291 Geary.

**Cigarette Lighters**—Douglass Co., 278 Post to 111 Sutter.

**Cleaners**—Alta Cleaning Shop, 430 Judah; Camel Cleaners, 1333 Polk; Galileo Clean & Dry, 2348 Polk; New Cut Rate

city. Most of the other prominent services operating to or from Pacific Coast ports have their western headquarters in San Francisco. In addition, many trans-Atlantic companies also have direct Pacific Coast representation here."

The ads which invite inquiries for special industrial engineering reports, are illustrated with pictures of the office buildings of leading transportation companies.

### Chamber's New Officers

[continued from page 1]

our city," said Fay. "You have chosen a man quite able to assume the burdens and problems of the office."

A. Emory Wishon in a brief talk to the Board said:

"We should be able to sense from this wide spread group of directors, what San Francisco wants and to bring it in here each week for discussion and decisions in line with the best interests of San Francisco, the bay area and California."

President Cutler announced that committee appointments would be made at a later date.

Following the nominations and election of officers, the Board immediately went into a discussion of a number of problems before it. As a result President Cutler appointed Arthur M. Brown, Jr., and Joseph S. Thompson as members of the Citizen's Charter Revision Committee. A committee for Chamber cooperation in the State-wide Grape Control Sign-Up Campaign to organize the marketing of California grapes under the aegis of the Federal Farm Board was appointed with L. H. Marks, A. Emory Wishon and J. H. Threlkeld as the personnel.

Cleaner Co., 324 Clement.

**Clocks**—By Clock Service, I. Kearny.

**Contractor**—Ernest H. Hogan (ing), 1281 Mission to 3855 17th.

**Cosmetologist**—Moristo, 133 Geary.

**Crocery**—H. Altschuler, 2193 J.

**Distributors**—Roberts & Mar Minna.

**Drayage**—Powers Draying Co., 2 sion.

**Dresses**—Lillian's Dress Shop Geary.

**Express**—James Corcoran, 521 Van Greyhound Transfer & Storage Co. Hyde.

**Flooring**—A B C Floor Co., 86 3d 18th Ave.; Andrew Refinishing Co. to 1230 18th Ave.

**Florists**—Roseland Flower Shop Fillmore to 651A Monterey.

**Food Products**—Coast Food Distributors, 2253 Bryant.

**Fruit**—Home Market (Eugen Massa), 1031 Post to 1179 Sutter.

**Fur Goods**—L. L. McAtee, 406 J Sutter.

**Garages**—Geo. Bepler, 1239 17th E 17th; Chutes Garage, 740 La Playa.

**Garments**—Parisian Smart Shop Mission.

**Glass**—Southern Glass Co., 453 445 2d; Triplex Safety Glass Co. of 1466 Pine to 921 Polk.

**Gowns**—Celeste Gowns (D'Amato), 133 to 166 Geary.

**Groceries**—T. Cappajohn, 885 Frank McGovert, 99 Webster; Sha Grocery Store, 911 Geary.

**Health Foods**—Sun Food Supply Health Products, 680 Stevenson.

**Hotels**—Hotel Keys (Clara B. Keys Taylor); Redwing Hotel, 2186 Union

**Importer**—Louis B. Forner (silk) Market.

**Insurance**—Mercantile Insurance of America, 315 Montgomery; Prud insurance Co. of America, Group 1 111 Sutter.

**Investments**—Corporate Securities (A. O. Samuelson), 235 Montgomery Frank W. Sanford & Co., 453 2d J Market.

**Jeweler**—G. C. Wulbern (mfg.), 704 Market.

**Loans**—Franklin Mutual Bldg. & Assn., 995 Market.

**Market**—Coutier Market, 1303 Ell

**Men's Furnishings**—Paul & Carl, Shop, 197 Eddy.

**Movers**—Searles Van & Storage Co 29th.

**Optometrist**—Dr. A. John Brun 523 Post.

**Paper**—L. L. Brown Paper Co Howard.

**Physicians**—Dr. Thomas F. Mille Post to 450 Sutter; Dr. J. V. Sum (druggist), 2623 Mission to 948 Mar

**Plumber**—Geo. A. Wara, 6427 to Geary.

**Real Estate**—Alberton Realty Co. Ave. bet, Fulton and Cabrillo; Da Dunn, branches, 2450 Judah and 948 wal; Mervyn J. Goodman, 321 Kent 53 Post; Higgins & Sons, Inc., 321 K to 86 McAllister; Daniel J. White Keary.

**Restaurants**—John J. Coughlin, 13 Financial Bufilet, 524 Sacramento; G Grotto, 2900 24th to 2871 24th.

**Roofing**—Western Roofing Co. Turk.

**Rubber Goods**—I. A. Cole, 317 M Salt—Diamond Crystal Salt Co, de Young Bldg., 1111 Montgomery.

**Scavengers**—Central Garbage Co Hampshire.

**Stationery**—Margaret A. Nichol Cole.

# Transcontinental Freight Bureau Docket

Following subjects which have been referred to the Rate Committee and will be made no earlier than twelve days in date of the notice. If hearing desired on any subject, request therefor be made within twelve days in date. Action on the subject listed is not restricted to the exact scope of the docket, but may include other points of origin and destination, or other changes or recommendations, varying from those proposed, if such modification appears necessary or advisable in the interest of the subject.

**11228—Lentils in mixed carloads with peas, eastbound;** Request that Item 3513 of Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent), be amended to include lentils.

**11228—Wire rope, CL, eastbound;** Request for carload rate of 90 cents per 100 lbs., minimum weight 60,000 lbs., on wire rope from San Francisco, Calif., to points in Oklahoma (Groups F and H) under Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent).

**11229—Dry goods, CL and LCL, west-** [continued on page 4]

**11229—Lentils in mixed carloads with peas, eastbound;** Request that Item 3513 of Tariffs 1-H (I.C.C. Nos. 126, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and D.C.C. Nos. 120, A-272, 2232 and 2237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively, be amended to include cotton and rayon bath mats.

**11229—Lentils in mixed carloads with peas, eastbound;** Request that Item 5020 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), on hypsulphite of sodium sulphate of sodium account no account.

**11229—Lentils in mixed carloads with peas, eastbound;** Request for reduction of 5 cents per 100 lbs. on woodpulp from Pacific Coast to Groups C, C-1, D, E, F, G, H, and under Item 3625 of Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent).

**11229—Lentils in mixed carloads with peas, eastbound;** Request for amendment of Item 3513 of Tariffs 1-H (I.C.C. Nos. 126, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and D.C.C. Nos. 120, A-272, 2232 and 2237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to include liquid meters in mixed carloads with machines and machinery.

**11229—Lentils in mixed carloads with peas, eastbound;** Request for reduction in the rates on feldspar from Campo, Calif., to Groups "C" and "D" under Item 4150 of Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent), from 10 cents per net ton to \$10.00 per net ton on usual grade under that rate to the west and increase in the minimum weight to 100,000 lbs.

**11229—Lentils in mixed carloads with peas, eastbound;** Request for less carload rate of \$2.00 per cwt. on marmalade from California to eastern destinations under Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent).

**11229—Lentils in mixed carloads with peas, eastbound;** Request for less carload rate of \$2.25 per cwt. on fudge candy from San Francisco, Cal., to points in Colorado and under Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent).

**11229—Lentils in mixed carloads with peas, eastbound;** Request for rate of 87 cents per 100 lbs. on wooden tubs, carloads, from North East Coast points to Houston, Texas, all points in the Southwest under Item 3610 of Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent).

**11229—Lentils in mixed carloads with peas, eastbound;** Request that Item 3513 of Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent), be amended to include lentils.

**11228—Wire rope, CL, eastbound;** Request for carload rate of 90 cents per 100 lbs., minimum weight 60,000 lbs., on wire rope from San Francisco, Calif., to points in Oklahoma (Groups F and H) under Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent).

**11229—Dry goods, CL and LCL, west-** [continued on page 4]

## Revenue Freight Loading

Loading of revenue freight the week ended May 31 totaled 860,249 cars, according to the car service division of the American Railway Association. Due to the observance of Memorial Day, Friday, May 30, with the following day in many instances also being observed as a holiday, this was a decrease of 71,223 cars below the preceding week and a reduction of 112,576 cars below the same week in 1929. Compared with the same week in 1928, it was a reduction of 74,424 cars. Miscellaneous freight loading for the week of May 31 totaled 341,462 cars, 42,691 cars under the same week in 1929 and 29,449 cars under the corresponding week in 1928.

## Specifications Available

The following specifications covering bids requested are now on file at the Foreign Trade Department:

Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco; for supplying subsistence goods to various posts in California from July 15 to 25, bids to be opened July 2; for supplying meats, butter, cheese, lards, etc., to various points in California from July 15 to 25, bids to be opened July 7; for supplying flour, green coffee, and evaporated milk to Fort Mason by August 25, bids to be opened July 9; for supplying subsistence goods to be delivered at Fort Mason by August 29 for shipment to Honolulu, bids will be opened July 10; for supplying food products to be delivered by August 22 to Fort Mason for shipment to the Canal Zone, bids to be opened July 14.

Bids are to be submitted to the Materiel Officer, U. S. Marine Hospital, 14th Ave. and Lake Street, San Francisco, drills. Bids will be opened July 3.

Bids are to be submitted to the Panama Canal, Office of the General Purchasing Officer for supplying motor trucks, motors, heavy and light hardware, etc., to the Canal Zone, bids to be opened July 8; for supplying Diesel engines to Cristobal or Balboa, bids will be opened July 7.

Bids are to be submitted to the Bureau of Supplies and Accounts, Navy Department, Washington, D. C.: for supplying canned pineapple, bids to be opened July 22; for supplying assorted jams, bids to be opened July 29; for supplying canned peaches, bids to be opened July 22; for supplying canned peas, bids to be opened July 22; for supplying canned apricots, bids will be opened July 8.

Bids are to be submitted to the Purchasing Agent, State Capitol, Sacramento; for supplying leather products to California State institutions from July 1 to September 30, bids will be opened July 20; for supplying clothing and dry goods during the same period, bids to be opened July 23.

# Foreign and Domestic TRADE TIPS

Inquiries concerning these opportunities should be made to the Foreign Trade Department of the San Francisco Chamber of Commerce, 54 venport 5000, list numbers being given.

## FOREIGN TRADE TIPS

**20249—Old Clothing.**  
Los Angeles, Calif. Party wishes to contact exporters of old clothing.

**20250—Tent Pegs.**  
San Francisco, Calif. Party is inquiring for the names of importers of tent pegs.

**20251—Precious Stones.**  
San Francisco, Calif. Party is inquiring for the names of importers of rough (unpolished) precious stones such as beryl and garnet.

**20252—Agency.**  
San Francisco, Calif. Norwegian firm is seeking a local agent to handle its Kraft paper and other paper products.

**20253—Representative.**  
Bressoux lez Liege, Belgium. Manufacturers of mining equipment desire an agent in San Francisco.

**20254—Cheese.**  
New York, N. Y. Firm is looking for a connection on the Pacific Coast to handle Holland cheese on a commission basis.

**20255—Old Newspapers, Asphalt, Soda Ash, California Sardines.**  
San Francisco, Calif. A local firm of commission merchants wishes to export the above products to the Netherlands East Indies.

**20256—Canned and Dried Fruits.**  
San Francisco, Calif. Firm in Gothenburg, Sweden, desires connection with an exporter of canned and dried fruits, with a view to representing the exporter in all Sweden or the district of Gothenburg and west coast.

**20257—Agency.**  
San Francisco, Calif. Company in Gravenhage, Holland, wants to obtain the agency for California dried and canned fruits, and also pineapples from Honolulu.

**20258—Newsprint and Sulphite Bonds.**  
Reedsport, Oregon. Newspaper publisher is interested in communicating with an importer or broker who handles Swedish or Belgian newsprint and sulphite bonds.

**20259—Fishing Equipment.**  
San Francisco, Calif. French manufacturer of fishing accessories seeks an agent in San Francisco.

**20260—Earthenware Products.**  
Rotterdam, Holland. Manufacturer of hammered earthenware goods such as vases, jugs, inkstands, ash trays, dishes, lampstands, etc., wishes to make a local connection.

**20261—Dried Fruits.**  
New York, N. Y. New York organization has inquiry from German firm who wish to import California dried fruit.

**20262—Tile.**  
Valencia, Spain. Manufacturer of Manises tiles wishes a local agent.

**20263—Potatoes and Onions.**  
Vienna, Austria. Exporter of potatoes and onions is seeking a connection.

**20264—Colonial Products and Agency.**  
Shanghai, China. Import-export company wants to act as agent for any commodity. Also wishes to find a market for colonial products such as tea and bristles.

**20265—Brushes.**  
Osaka, Japan. Manufacturers of tooth brushes, and coat and clothes brushes wishes to communicate with importers of brushes.

**20266—Filter Products.**  
Osaka, Japan. Manufacturer of filter papers and filter cottons wishes a connection with an import-export concern.

**20267—Chip Walkhangers.**  
Kobe, Japan. Exporters of chip walkhangers are seeking a connection locally.

**20268—Ivory Art Carvings.**  
Kyoto, Japan. Manufacturer of reproductions of antique Chinese and Japanese fine art ivory works wishes a local connection. References.

**20269—Imitation Pearls.**  
Osaka, Japan. Large concern manufacturing pearls is anxious to make a local connection. Local bank reference. **20270—Guano.**

**20271—Representation.**  
Ciudad Juarez, Chih., Mexico. Party wants to contact importers of guano in carload lots.

**20271—Representation.**  
Cali, Colombia. Company desires to obtain the representation of an exporter of general merchandise, especially tallow, paraffine, canned fish and other canned goods. Local commercial reference.

**20272—Linsed, Red Corn, Canary Seed, Pollard and Cheese.**  
Buenos Aires, Argentina. Firm is inquiring for the names of local buyers of the above products which they are engaged in exporting. Bank references.

**20273—Fuller's Earth.**  
Whangarei, N. Z. Party is offering fuller's earth at \$20 per ton f.o.b. Auckland. Analysis of the earth on file.

**20274—Ginger Root.**  
Hilo, T. H. Party that grows commercial ginger root is seeking a market for it on the Pacific Coast.

## DOMESTIC TRADE TIPS

**D-3503—Representation.**  
San Francisco. Party wishes to represent a San Francisco firm preferably in wholesale paper or cosmetics, line, in Nevada, Arizona or Texas.

**D-3504—Agent.**  
New York City. Concern anxious to secure capable agent to handle a line of silks. Party who is well acquainted with dress manufacturers and retailers in California preferred.

**D-3505—Metal Stamping.**  
Detroit, Michigan. Manufacturers of metal stampings wish to make connections with an experienced stampings salesman in San Francisco.

**D-3506—Sales and Installation Agency.**  
Detroit, Michigan. Overhead door manufacturers wish to establish sales and installation agency in San Francisco. Full details on file.

## Industrial Development

**NEWS NOTE [continued from page 2]**  
Seeds in bulk for the wholesale trade are distributed from 749 Front Street. The fine four-story building of the Ferry Company on Paul Avenue was erected about two years ago at an investment of about \$200,000.

## DISTRIBUTORS

The Oakland Division of **Blake, Moffitt & Towne** with headquarters in San Francisco at 41 First Street, has just announced the occupancy of the new building at Sixth and Webster streets. The new building has been equipped with modern facilities for handling large stocks of paper, paper products and twines, and floor space has been increased 35%. Property at this Oakland location is said to have cost in the neighborhood of \$75,000. In addition to the San Francisco headquarters and the branch at Oakland, divisions are maintained at Los Angeles, Seattle, Portland, Sacramento, Tacoma, San Jose, Fresno, San Diego, Long Beach, Boise, Salem, Medford, Tucson, and Phoenix.

**G. D. Megel Company**, 383 Brannan Street, has been appointed exclusive northern California distributor for Maggiora Chemical Company of Los Angeles, manufacturer of "Magico," "Cacto," and "Marbolfine" brands of industrial mixed chemicals. Products are used extensively in the canning, oil refining, dairy, laundry, bakery, and general building maintenance fields.

**Transcontinental Freight Bureau Docket**

[continued from page 3]

**bound:** Proposal to amend Note 1 of Item 2375, Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 129, A-272, 2232 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to read:

Note 1—Rates on articles made subject to this note apply only on woven or knit or woven and knit cloth, made wholly of cotton or rayon or cotton and rayon, except as otherwise provided, in the original piece or in remnants, and do not apply on partially or wholly manufactured articles.

**1230—Galvanized wire strand, CL, eastbound:** Request for amendment of Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent), to provide for load commo-dity rates on galvanized wire strand from Los Angeles, Calif., to New Orleans, La.

**1231—Calf meal, CL, eastbound:** Request for rate of not to exceed \$10.00 per ton on calf meal from Oakland, California, to eastern destinations under Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent).

**1232—Agricultural implements, westbound—transit:** Request for amendment of Note 3, Item 1520, Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-D (I.C.C. Nos. 120, A-272, 2232 and 1230 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to permit stopping-in-transit of agricultural implements to complete loading at points west of Group "F."

**1233—Application of rates from Duluth, Missabe & Northern Railway Stations, westbound:** Proposal to amend Tariff 4-E (I.C.C. Nos. 128, A-287, 2286 and 1239 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), by eliminating therefrom Item 360, which covers application of rates from D. M. & N. Ry. stations. (This proposal, if approved, will provide for application of Group "F" basis of rates from all stations on the D. M. & N. Ry. and on all commodities.)

**1234—Bushings, CL, westbound:** Request for inclusion of bushings in Item 3415 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**1235—Sabine & Neches Valley Railway:** Request for representation of the Sabine & Neches Valley Ry. as a participating carrier in Westbound Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-E (I.C.C. Nos. 128, A-287, 2286 and 1239 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**1236—Carriers or conveyors (overhead runways), door hangers and hanger parts, hay loft equipment, stable fixtures, etc., LCL, westbound:** Request for inclusion of articles as described in Item 3715 of Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-E (I.C.C. Nos. 128, A-287, 2286 and 1239 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), mixed carloads, in Item 3760 of the Tariffs.

OR

that Tariffs 1-H and 4-E be amended to provide for LCL rates on articles as described in Item 3715 (except door hangers and hanger parts) comparable to LCL rates on door hangers and hanger parts, etc., in Item 3077 of the Tariffs.

**1237—Steel cylinders, LCL, westbound:** Request for restoration of less carload rate of \$2.85 per 100 lbs. on steel cylinders from Group "C" to California under Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), which was formerly in effect under Item 3545 of Tariff 1-E (I.C.C. Nos. 128, A-287, 2286 and 1239 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively). (Canceled effective March 27, 1929, in Item 3545-A, Supplement 16 to Tariff 1-E).

**1238—Fruits and vegetables, CL, eastbound—North Coast to stations in Nebraska and South Dakota:** Proposal to amend Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent), as follows:

1. Cancel rates to first block of stations, Ainsworth to Wood Lake, Neb., in Item 3805-B account lower rates in Item 3795 authorized by explanation of circle 47 reference mark in Nebraska State Application shown on page 9 of Supplement 14 to Territorial Directory No. 40-A (or as amended).

2. Transfer rates and routings (Notes 1 and 2) to stations Niobrara, Neb., to Winner, S. D., in the last block of Item 3805-B to Item 3795. (This will provide for rates to those stations in the same manner as rates to the same stations are provided in Item 3810-B; this for clarification and simplification of Tariff).

3. Cancel rates to first block of stations, Ainsworth to Wood Lake, Neb., in Item 3815-B account lower rates in Item 3795 authorized by explanation of circle 47 reference mark in Nebraska State Application shown on page 9, Supplement 14 to Territorial Directory No. 40-A.

4. Eliminate the following which cover application of Group "G" rates to points on the C. & N. W. Ry. in Nebraska, accounting being duplication of matter contained in explanation of circle 47 reference mark shown in the Nebraska State Application on page 9, Supplement 14 to Territorial Directory No. 40-A:

Item 3795 — Circle 54 reference mark in connection with Group "G" rates and explanation thereof. Item 3810-B—Paragraph (a) in explanation of circle 54 reference mark.

Item 3825 and 3840-B—Paragraph (a) in explanation of circle 46 reference mark.

Item 3845-A—Circle 45 reference mark in connection with Group "G" rates and explanation thereof. Item 3850-B—Paragraph (a) in explanation of circle 49 reference mark.

Item 3855 — Circle 13 reference mark in connection with Group "G" rates and explanation thereof.

**1239—Artificial leather dry goods such as scarfs, table cloths, bridge covers and luncheon sets, LCL, westbound to Phoenix, Ariz.:** Request for less carload rate of \$3.40½ per 100 lbs. on artificial leather dry goods such as scarfs, table cloths, bridge covers and luncheon sets from Group "A" to Phoenix, Ariz. (Rate Basis 2) under Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively). (Proposed rate is same as applicable on dry goods under Item 2375 of the Tariff.)

**1240—Eggs, CL, eastbound—California to Southeast:** Request for amendment of Item 1705 of Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent), to provide for carload rate of \$2.25 per 100 lbs., minimum weight 30,000 lbs., from California to Groups K, L and M.

**1241—Sheet iron or sheet steel ware, LCL, westbound—Group "J" to North Coast:** Proposal to amend Item 5265 of Tariff 4-E (I.C.C. Nos. 128, A-287, 2286 and

1239 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), by reducing the Group "J" rate to Rate Basis 3 from \$2.74½ to \$2.53½ per 100 lbs.

**1242—Canned goods from California in connection with the California Transportation Company, CL, eastbound:** Proposal to show the California Transportation Company as a participating carrier in Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent), limited to rates on canned goods in Item 1390 of the tariff, Item 1390 to be amended by addition of a note reading:

Rates will also apply from Locke, Ryde, Isleton and Rio Vista, Calif., and points between, in connection with the California Transportation Company via Sacramento, Calif., thence Southern Pacific Company.

**1243—Groceries, provisions or supplies (Chinese or Japanese), imported, CL, eastbound:** Proposal to amend Item 745-A of Tariff 30-S (I.C.C. No. 1234, H. G. Toll, agent), to provide for carload rate of \$1.25 per 100 lbs., minimum weight 40,000 lbs., from Pacific Coast ports to Rate Bases 3-A, 4, 5 and 6—no change to be made in present less than carload rate.

**1244—Eggs, desiccated (shelled eggs, egg albumen, whites or yokes, dry); eggs, shelled (egg albumen, whites or yokes or whites and yokes together), frozen, imported, CL, eastbound:** Proposal to amend Item 670 of Tariff 30-S (I.C.C. No. 1234, H. G. Toll, agent), as follows:

(1) Reduce the rate to Rate Bases 3-A, 4, 5 and 6 from \$1.50 to \$1.25 per 100 lbs.

(2) Increase the minimum carload weight to Rate Bases 3-A, 4, 5 and 6 from 36,000 to 40,000 lbs.

**1245—Gelatine, imported, CL, eastbound:** Proposal to cancel Item 730 of Tariff 30-S (I.C.C. No. 1234, H. G. Toll, agent), account no movement.

**1246—Canned crab, imported, CL, eastbound:** Proposal to modify Item 570 of Tariff 30-S (I.C.C. No. 1234, H. G. Toll, agent), to provide for rate of 70 cents per 100 lbs., minimum weight 50,000 lbs., to Rate Bases 3-A, 4, 5 and 6, canceling rates now carried in this item to Rate Bases 3-A, 4, 5 and 6, which would conflict with the proposed 70-cent rate.

**1247—Zinc ore or zinc concentrates, imported, CL, eastbound:** Proposal to cancel Item 1105 of Tariff 30-S (I.C.C. No. 1234, H. G. Toll, agent), account no movement.

**1248—Sago, sago flour, tapioca, rassava flour, potato flour, potato starch, tapioca flour, imported, CL, eastbound:** Proposal to amend Item 930 of Tariff 30-S (I.C.C. No. 1234, H. G. Toll, agent), to provide for carload rate of 75 cents per 100 lbs., minimum weight 40,000 lbs., from Pacific Coast ports to Rate Bases 3-A, 4, 5 and 6.

**1249—Rape seed, imported, CL, eastbound:** Proposal to amend Item 945 of Tariff 30-S (I.C.C. No. 1234, H. G. Toll, agent), to provide for rate of 75 cents per 100 lbs. on rape seed, straight carloads, minimum weight 60,000 lbs., to Rate Bases 3-A, 4, 5 and 6—no change to be made in the rates on other kinds of seeds enumerated in the item.

**1250—Iron or steel Christmas tree holders (other than electric), K.D., CL, eastbound:** Request for amendment of Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent), to provide for the following carload rates, minimum weight 30,000 lbs., on iron or steel Christmas tree holders (other than electric), K.D., from California to—

Groups: D E F G-H-J

\$1.71 \$1.63 \$1.50 per 100 lbs.

**1251—Canned goods, CL, westbound—minimum weight:** Request for reduction in minimum carload weight in connection with rate of 95¢ per 100 lbs. from Group "J" to Phoenix, Ariz., Item 1920 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem,

W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), from 40,000 lbs.

**1252—Vegetable oils, imported, bound—to Winnipeg, Man.:** Re-amendment of Item 860-E of Tariff 1 (I.C.C. No. 1234, H. G. Toll, agent), to provide for carload rate of 75.100 lbs. from California ports 1 peg, Manitoba.

**1253—Pistons and universal r for oil well pumps, LCL, ea Request for amendment of T (I.C.C. No. 1238, H. G. Toll, agent), to provide for the following less rates on pistons and universal r for oil well pumps from California to—**

Groups: D E-F-G-H J

\$2.83 \$2.69 \$2.67½ per

**1254—Antimony metal, imported, Mexico, CL, westbound:** Request for amendment of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) to provide for carload rate of 65¢ per 100 lbs. on antimony metal, minimum weight 60,000 lbs., from Eagle Lake, Laredo, Texas, to California; apply on shipments originating from San Luis Potosi, Mexico.

**1255—Lumber from California to Range R.R. and Mineral Range Lines, CL, eastbound:** Proposal to amend Tariff 27-M (I.C.C. No. 1232, H. G. Toll, agent), to provide for applicable Rate Basis 7201 rates from California to Dollar Bay, Ripley and Senter also to provide for rate of 73½ lbs. from "Coast" group and 100 lbs. from "Truckee-Hawley on lumber or articles manufactured therefrom subject to Group "D" from California to Atlas, Michigan to be restricted via McKeene

**10850—(Reopened)—Asphalt, com facing or flooring tile, LCL, westbound:** Request for establishment of load rate of \$2.50 to \$2.75 per 100 facing or flooring tile (asphalt or tile), in crates or in bundles Group "D" to Pacific Coast, Tar (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-E (I.C.C. No. A-287, 2286 and 1239 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11190—(Amended)—Pineapples, CL, bound:** Proposal to cancel Section entirely from Item 2690 of Tariff 1 (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-E (I.C.C. No. A-287, 2286 and 1239 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**12206—(Amended)—Wire cloth, LCL, westbound:** Request for let load rate of \$2.47 per 100 lbs. of clothes lines from Group "J" to Coast points under Item 5605 of 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-E (I.C.C. No. A-287, 2286 and 1239 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**10566—(Reopened)—Water cooling material of wood in K.D. or cut form, including fixtures, CL, bound:** Request for amendment of 3455 of Tariff 3-B (I.C.C. No. 1238 Toll, agent), to provide for the following carload rates (in cents per 100 minimum weight 30,000 lbs., on cooling tower material of wood knocked-down or cut stock including fixtures not to exceed 10 the total weight of the shipment, California to—

Groups: A B C C1 D-E F-G

\$3.00 \$2.75 \$2.75 \$2.75

(This proposition came in notice in "The Bulletin" of April 12, 1929)

## F. Chamber Wins Credit for Saving Big Shell Oil Co. Plant for S. F. Bay Area

### Legislation Will Save Vast Sum to Shippers

In collaboration with the Collector of Customs William B. Hamilton and Deputy Collector Thomas J. Barry, San Francisco, the Foreign Trade Committee of the San Francisco Chamber of Commerce initiated Congressional action which will effect annual savings of hundreds of thousands of dollars to shippers in this country, and afford the steamship companies and the public a better service. This legislation was introduced in the new tariff act as an amendment to Section 484 of the act containing protective provisions. The committee's report on this project, headed by Mr. F. F. Harper of F. F. G. Harper Co., emphasized preparation and distribution of a copy of the amendment. In addition, Mr. Harper made two trips at his own expense to Washington, D. C., where he testified before hearings on the amendment and before the tariff committees.

On the passage of this amendment, it was required that the original bill be presented to the Collector of Customs at time when goods were passing through customs. Steamship companies responsible for proper delivery of goods also required the presence of the original bill of lading. The bill did not lie in two places at the same time, that is, in the hands of both the Steamship company and the Collector of Customs. So importers were frequently obliged to take out bonds guaranteeing delivery of the bill of lading to the Collector. Not infrequently documents arrived with the merchandise, in cases importers have had to take out bonds guaranteeing delivery of the bill of lading to the Collector. On shipments valued at \$100,000, bonds of \$150,000 (one and a half times the value) were required by the Collector and in case of loss of documents were required of the carrier. A bond for this purpose costs \$300. Taking the country as a whole, these costs ran up to tremendous amounts annually.

One hundred years or more ago the requirement that the Collector of Customs hold the bill of lading perhaps had a useful purpose. But today the requirement is useless. By freeing the bill of lading from this requirement, the importer is freed from taking out bonds, and to protect the steamship company the documents have been delayed in transit. Responsibility for proper delivery of merchandise now rests definitely on the carrier. Removal of this burden from commerce has been achieved by the amendment to Section 484, now effective.

## FREIGHT TARIFF INFORMATION

The Transportation Department has just received from the Pacific Freight Tariff Bureau a few copies of the Proposed Circular 10-V—Rules and Charges for weighing and reweighing carload shipments.

The proposed changes, in the interest of clarification, result in many increases as well as decreases.

While they last, these copies are available to our members and full particulars may be had by getting in touch with the Transportation Department.

Besides Mr. Harper, other Foreign Trade Committee members contributing to this signal achievement were:

Mr. R. S. Shainwald, president, The Paraffine Companies, Inc.

Mr. Ian Armstrong, of Balfour Guthrie & Co., importers and exporters.

Mr. Wm. Fisher, of Wm. Fisher & Co., importers and exporters.

Mr. Frank Lawrence, attorney at law.

Mr. A. H. Lustig, of Pacific Orient Co., importers and exporters.

Mr. M. F. Roesti, of the Bank of Italy, later succeeded by

Mr. Paul Dietrich, of the Bank of Italy.

## S. P. OFFERS NEW FREIGHT SERVICE

Effective today, the Southern Pacific Company will place in effect at their San Francisco freight-receiving station, corner of Fourth and King streets, the so-called "One-Door-Dump" Plan for receiving freight.

This plan is inaugurated at the instance of the Transportation Department, which has been working with the Southern Pacific Company with this end in view since early this year.

Prior to the inauguration of this plan, a shipper's truck having several packages for various destinations, was re-

## The Plan to Locate New \$5,000,000 Establishment In the South Is Changed

ANOTHER victory for the Chamber in its program for the industrial development of the San Francisco Bay Area was scored recently with the release of news by the Shell Oil Company of the purchase of more than six hundred acres in Contra Costa County as a site for a \$5,000,000 nitrogen fixation plant.

In public announcement of the purchase of the land and construction plans, Sidney F. Lawrence of the Shell Company and member of the Chamber's Industrial Committee, gave the Chamber credit for the part it played in influencing the Shell Company to locate on the bay shore. The San Francisco Examiner quoted him as follows:

"It was originally planned to locate the plant near Los Angeles. It is largely to the credit of the San Francisco Chamber of Commerce that it was brought here."

The history of the successful effort of the Chamber in landing this new \$5,000,000 plant with all it means in the way of construction development at this time through the employment of 1500 men, and the subsequent payroll of 300 men when the plant is completed, goes back to March, 1929, when the Industrial Department of the Chamber was informed that the Shell Company had purchased a site in southern California for the plant. Through its Industrial Department the Chamber approached the Shell Company and after months of conferences and voluminous and exhaustive reports on the advantages of the bay district as compared with the southern California location, the Shell Company finally made its decision to locate in Contra Costa County. The fact that the company had already purchased the land in southern California and still owns it, is indicative of the force of the successful effort made by the Chamber in presenting the bay district as the logical point for the construction of the plant.

In a congratulatory letter to Mr. G. Leigh-Jones, president of the Shell Oil Company, President Cutler of the Chamber said:

"As my first official act in my new job as president of the San Francisco Chamber of Commerce, I congratulate you and the Shell Oil Company on its purchase of six hundred acres of land in Contra Costa County for the immediate construction of a \$5,000,000 nitrogen fixation plant. This is a great and distinct contribution of the Shell Oil Company to the industrial development of San Francisco and the bay area.

"One particularly happy incident in the announcement of the plans of the Shell Oil Company was the recognition given in today's newspapers to the efforts of the Chamber to induce you to build a plant here. I think that you will find that this will meet a favorable response from our seven thousand members who are supporting the Chamber.

"In making investigations and presenting you with the reports which the Chamber did in its effort to bring the Shell plant to the bay shores, the Chamber felt that it was serving you as well as San Francisco and the bay area. We are sure that time will prove this to your complete satisfaction.

"We wish you continued success and prosperity and want you to feel that the Chamber of Commerce of San Francisco is at your command at any time to add you in any way it can in the development of favorable conditions for the success of your new plant."

quired to drive from door to door of the freight station unloading each package at the appropriate place.

Under the new plan, all the packages on any one truck will be delivered at one door and the Southern Pacific Company will make the necessary distribution

from point of unloading. Obviously, this will result in a great saving of time to the trucks and a consequent reduction in expense.

The plan is only made possible through the splendid cooperation of the Southern Pacific Company.

# SAN FRANCISCO BUSINESS

JULY 2, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange, Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

## Transcontinental Freight Bureau Docket

The following subjects which have been located have been referred to the Issuing Rate Committee and will be standing of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

**11256—(Amended)—Feldspar, CL, westbound:** Request for rate of \$10.00 per net ton (50c per 100 lbs.) on feldspar, carloads, minimum weight 80,000 lbs., from Keystone, S. D., to California.

**11257—Lead bullion, CL, eastbound:** Proposal to cancel Item 5155 of Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent), naming rates on lead bullion from Tonopah, Nev., to specific eastern destinations.

**11258—Electric wire poles (fluted sheet iron), CL, westbound:** Request for amendment of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for minimum carload weight of 40,000 lbs. on electric wire poles (fluted sheet iron) subject to slightly higher rate from Group "B" than the \$1.15 rate now shown for 60,000 lbs. minimum weight in Item 2470 of the Tariff.

**11259—Cheese factory, creamery or dairy machinery or machines, CL, westbound:** Request for inclusion in Item 3960-A, Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-E (I.C.C. Nos. 128, A-287, 2286 and 1239 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), of these factory, creamery or dairy machinery or machines as described in Item 3975 of the tariffs.

**11260—Wooden patterns, in crates, L.C.L., eastbound:** Request for amendment of Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent), to provide for the same less carload rates on wooden patterns, in crates, from California to Group "D" and west as applicable westbound in Item 4473 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11261—Canned goods, CL, eastbound—California to Eastern Canada:** Request for amendment of Item 89 of Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent), to also include reference to Item 1390.

**11262—Automobile hardware, L.C.L., westbound:** Request for inclusion of automobile hardware N.O.S., in boxes, in Item 3085 of Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-E (I.C.C. Nos. 128, A-287, 2286 and 1239 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11263—Sulphate of ammonia, CL, westbound:** Request for carload rate of 54c per 100 lbs. from Group "F" to the North Coast under Item 1595 of Tariff 4-E (I.C.C. Nos. 128, A-287, 2286 and 1239 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) (as amended per Rate Advice 7639-Dkt. 10673).

**11264—Canned goods, CL, westbound:** Request for reduction in the rates from points in the Mississippi Valley to the Pacific Coast under Item 1920 of Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-E (I.C.C. Nos. 128, A-287, 2286 and 1239 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), account rates available via New Orleans, La., and Panama Canal.

**11265—Matches, CL, westbound:** Proposal to reduce the carload rates on matches from points east of Group "D" to California in Item 4015 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to such level as will meet competition via Atlantic ports and Panama Canal.

**11266—Freight automobile body parts in mixed carloads with freight automobile bodies, westbound:** Request for amendment of Item 5485 of Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-E (I.C.C. Nos. 128, A-287, 2286 and 1239 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to include freight automobile body parts, finished or unfinished, such as stake sections, stock rack sides, grain panel sides, express panel sides.

**11267—Rags, N.O.S., in machine pressed bales, imported, CL, eastbound:** Proposal to amend Item 900-A of Tariff 30-S (I.C.C. No. 1234, H. G. Toll, agent), as follows:

- (1) Establish carload rate of 60c per 100 lbs., minimum weight 60,000 lbs. to Cincinnati, Ohio, and points in the Cincinnati Switching District via all available routes which do not operate through "Rate Basis 2" territory.
- (2) Modify the commodity description to the extent required, in order to confine the rate in question to rags entering into the manufacture of composition roofing or paper as paper stock.

**11268—Fresh apples, CL, eastbound—to C. & N. W. Ry. stations in South Dakota:** Request for amendment of the last block in Item 3305-C, Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent), by including Witten, Mosher and Wood, S. D., at the same rates as currently applicable to other South Dakota points shown therein, also request for amendment of explanation of Circle 47 reference mark in connection with Group "G" rate in Item 1940 of Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent), by including therein Witten, Mosher and Wood, S. D.

**11269—Bedroom and dining room furniture, mixed carloads, westbound—to Phoenix, Ariz., Winnemucca, Nev., etc.:** Request for amendment of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for the same rates on mixed carloads of bedroom furniture (Items 6105, 6120 and 6125) and dining room furniture (Items 6160, 6170 and 6175), minimum weight 20,000 lbs. from Group "R" to Phoenix, Mesa and Tempe, Ariz., and Winnemucca, Nev., as named on bedroom furniture in Items 6105, 6120 and 6125 from Group "K" to these destinations.

**11270—Cotton waste, compressed, in bales, imported, CL, eastbound:** Proposal to amend Item 1005 of Tariff 30-S (I.C.C. No. 1234, H. G. Toll, agent), to provide for carload rate of 75c per 100 lbs., minimum weight 50,000 lbs., from Pacific Coast ports to Rate Bases 3-A, 4, 5 and 6, contingent upon the steamer lines to Pacific Coast ports accepting their local rate of \$3.00 per ton for overland movement.

**11271—Paper bags, CL, eastbound—California to Osage, Wyo.:** Request for carload rate of 94½c per 100 lbs. on paper bags from California to Osage, Wyo., under Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent).

**11272—Brass ingots, CL, westbound:** Request for carload rate of 60c to 70c per 100 lbs. on brass ingots from Group "F" to California under Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11273—Rubber tires, CL, westbound—transit:** Request for amendment of Items 5275 and 5280 of Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-E (I.C.C. Nos. 128, A-287, 2286 and 1239 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide that carload shipments of rubber tires may be stopped in transit to partly unload.

**11274—Folding chairs and bicycle wheel rims, mixed carloads, westbound:** Request for establishment of mixed carload rate on folding chairs and bicycle wheel rims from Group "C" to the Pacific Coast under Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-E (I.C.C. Nos. 128, A-287, 2286 and 1239 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11275—Infusorial earth, CL, eastbound:** Request for carload rate of 65c per 100 lbs. on infusorial earth from California to all points in North and South Dakota and Minnesota, particularly Belle Fourche, South Dakota.

**11276—Asphalt flooring compound, solid (mastic blocks), CL, westbound:** Request for inclusion of asphalt flooring compound, solid (mastic blocks) in Item 4174 of Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-E (I.C.C. Nos. 128, A-287, 2286 and 1239 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**11277—Edible nuts, in shell, N.O.S., including peanuts, shelled or not shelled, CL, eastbound—California to stations in North Dakota on Northern Pacific Ry. via Butte or Silver Bow, Mont.:** Proposal to cancel rate of \$1.50 per 100 lbs., minimum weight 40,000 lbs. and rate of \$1.75 per 100 lbs., minimum weight 30,000 lbs. shown in the first block of Item 5655 of Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent).

**11278—Alfalfa meal manufacture, transit from alfalfa hay origin, Arizona, CL, eastbound:** Proposal to cancel the "Exception" in Item Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent), providing for the applicable alfalfa meal rates on shipments from designated points in Arizona.

**11279—Condensed or evaporated containing vegetable fats, L.C.L., eastbound:** Proposal to cancel existing rates covering applications on condensed or evaporated containing vegetable fats in Item of Tariffs 2-Y (I.C.C. No. 1233, H. G. Toll, agent) and 3-B (I.C.C. No. 1238, H. G. Toll, agent), as shown:

- Item 1390-C, Tariff 2-Y—Note
- Item 1390, Tariff 3-B—Note 2
- Item 1420, Tariff 3-B—Note 1
- Item 3820, Tariff 3-B—Note 2
- Item 3825, Tariff 3-B—Note 2
- Item 3835, Tariff 3-B—Note 2

**11280—Clay, earth, talc, CL, eastbound from Harbor City, California (Electric Ry.):** Request for amendment of Items 3990 and 4125 of Tariff (I.C.C. No. 1238, H. G. Toll, agent), including therein Harbor City, (on Pacific Electric Ry.), as a point of origin.

**11281—Agricultural implements, other than hand, viz.: harvesters and tractors combined, second-hand and have been used, and are broken, or damaged, CL, eastbound—Puget Sound, to East Moline, Ill.:** Proposal to amend Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent), to provide for the carload rate of \$2.26½ per 100 lbs. of this commodity from Pullman, W. Va. to East Moline, Ill., via Route minimum weight as follows: 68c per 100 lbs. of the through rate to be subject to minimum weight of 20,000 lbs. subject to Rule 34 of the Western Classification. Balance of the through rate (\$1.58½ per 100 lbs.) to be subject to minimum weight of 20,000 lbs.

## Industrial Development

Reported by the Industrial Department

### New Industries

**Miller Tool & Manufacturing Company** with head office and factory at Detroit, Michigan, has recently established a new headquarters in San Francisco 1000 Capp Street, corner of 25th St. This company manufactures special vice tools for several makes of automobiles, and a complete stock of precision carried here. All the territory west of Mexico will be served from this headquarters. W. W. Leathers, Pacific Coast manager, states that when making study of the markets in the United States with a view to opening a branch either on the Atlantic Coast or Pacific Coast, he so impressed with San Francisco that he was able to convince executives at headquarters that San Francisco was logical location for a branch.

**Charles Arnao Company, manufacturer of electrical beauty shop equipment, as hair drying machines, and beauty products, such as medicated oils, headquarters offices and factory in Minneapolis, has just established a new headquarters offices in San Francisco at 311 Minna Street, under the management of W. Edwards. All territory of Denver is served from the San Francisco branch, where a stock of products is carried.**

### Expansions

**Toledo Scale Company, manufacturer of all types of automatic dial scales, head office and factory at Toledo, O., will move about August 25 to the building on Mission Street, between Fifth** [continued on page 3]

# Foreign and Domestic TRADE TIPS

...concerning these opportunities... be made to the Foreign Trade... of the San Francisco Cham... Commerce, DA venport 5000, list... being given.

## Foreign Trade Tips

- Surplus Army Uniforms.** New York, N. Y. Exporters of wool and woary surplus khaki uniforms wish to communicate with local wholesalers at this commodity.
- Beans, Peas, Seeds.** Rotterdam, Holland. Exporters of pea beans, and seeds desires to contact persons of these items.
- Dutch Produce.** Rotterdam, Holland. Firm exporting Dutch produce like poppyseed, caraway, anary seed, mustard seed, potato roots, split peas, and pearl barley needs person to represent it on the Pacific Coast.
- Chalk.** Hamburg, Germany. Exporter of chalk to U. S. local connection.
- Agent.** Hamburg, Germany. Manufacturer of goods is seeking an agent.
- Chemicals.** Hamburg, Germany. Exporter of industrial chemicals desires connections with importers.
- Canvas.** Weilinger, Wuerttbg., Germany. Manufacturer of canvas for shoes wishes to make local connections.
- Earthenware and Gift Ware.** New York, N. Y. New York office of manufacturer of earthenware and gift ware is seeking a market in San Francisco.
- Blankets.** Milan, Italy. Silk and cotton blanket manufacturer wants to appoint a local agent.
- Dalmatian Sour Cherries.** San Francisco, Calif. Organization wishes to learn the names of importers interested in importing the above commodity.
- Japanese Gift Goods.** Mexico, Texas. Party desires to have lists of Japanese gift goods sent to catalogues.
- Lacquered Ware.** Osaka, Japan. Firm is desirous of learning names of importers of lacquered ware.
- Hardware.** Osaka, Japan. Company wants catalogue and price lists of locks, levers, and other hardware.
- Dried Moss.** Osaka, Japan. Firm is offering dried moss for packing green vegetables at 65c per 100 lbs. C.I.F. San Francisco. Samples available.
- Representation.** Mexico, D. F. Party who was a government bank examiner for a number of years and a graduate of an American university wishes to represent local firms in Mexico. References.
- Representation.** San Francisco, Calif. Party who is representative of a Hamburg import firm to be in San Francisco from July 11 to 15 and is desirous of contacting anyone interested in having a representative in San Francisco.

## Hawaii Trade Tips

**Fruit Cakes.** Honolulu, T. H. Manufacturer of fruit cakes advertising nationally, is anxious to contact a sales organization experienced in house-to-house canvassing.

## Domestic Trade Tips

- D-3501—Agency.** Carmel-by-the-Sea, Calif. Party wishes to secure agency, direct from manufacturer, of modern household articles, kitchen utensils, specialties, etc. Bank references.
- D-3502—Distributor.** Chicago, Illinois. Well-established concern ready to handle the marketing of any product for companies wishing to secure distribution in the above territory.

## Specifications Available

The following specifications covering bids requested are now on file at the Foreign Trade Department:

Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco: for supplying fresh vegetables and fruits, to be delivered July 23 at Pier No. 44 for shipment to the P. L. I., bids will be opened July 11; for supplying hay, alfalfa, bran, oats, and hay without alfalfa during August and September to Fort Mason, bids will be opened July 14; for subsistence goods to be delivered at Transport Wharf during August, bids to be opened July 15; for delivering subsistence supplies to Fort Mason from August 11 to 25 for shipment to Manila, bids will be opened July 17.

Bids are to be submitted to the U. S. Engineer's Office, Fourth and J streets, Sacramento, California: for the use of one sternwheel towboat and barge for 60 days, delivery to be made to U. S. Engineers, Sacramento, bids to be opened July 7; for supplying one steel sheet piling cut to 10-ft. lengths, approximately 137 tons, to be delivered to Fremont Weir, California, bids will be opened July 8; for supplying 16,000 lbs. of 60% powder, 4000 lbs. of 40% powder, 10,000 ft. triple tape blasting fuse, electric exploders, and blasting caps, bids to be opened July 9.

## Industrial Development

### Expansions

[continued from page 2]

Sixth streets, now being constructed. Two and one-half floors will be occupied, and installation of special new machinery, tools, etc., for assembling and refinishing products, representing quite an investment, will be made. Western headquarters have been maintained in San Francisco for twenty-five years, and it was decided to include the assembling facilities in the expansion in order to give better service to the trade in the western territory. A larger stock of products will also be carried, and it is anticipated the payroll will be increased. R. A. Marsky is branch manager and the eleven western states are served from the San Francisco branch.

**California Ink Company, Inc.**, with factory at Berkeley, and head offices at 426 Battery Street, San Francisco, will move about September 1 to the building now being constructed at 545 Sansome Street. This company will occupy three floors—a 30% increase in floor space over present location. New location will give added space for office and storage facilities. Products of the concern are printing and lithographic inks, dry colors, compounds, printers' rollers, etc.

**Triplex Safety Glass Company**, manufacturer of unshatterable glass, with factory and head offices at Clifton, New Jersey, has recently moved to 921 Polk Street. Twice as much floor space is occupied in new quarters, and a larger stock of mirrors, glass, etc., will be carried. Northern California and Nevada are served from the San Francisco branch. **Studio Upholstering Company** has recently expanded, having moved to 14

Clément Street from 3338 Sacramento Street. Concern now has double the amount of floor space occupied in the old location.

**DeVilbiss Company of California**, manufacturer of perfume and medicinal atomizers, paint spraying equipment, etc., with head office and factory at Toledo, Ohio, has moved to 831 Howard Street, where one floor and basement is occupied. According to A. O. Narveson, Pacific Coast manager, the company outgrew its former location at 512 Mission Street, and floor space has been increased 100% by this removal. The concern is carrying a much larger stock, and all the Pacific Coast states are served from this western branch.

Consolidation of all operations into one building is being effected by **Walton N. Moore Dry Goods Company**, manufacturer of dresses, aprons, shirts, overalls, etc. A warehouse building which will contain six stories and basement, approximately 43,323 square feet, is now being constructed at Beale and Mission streets. The new building will be completed in about ninety days and will give twice as much warehouse space as now occupied. The factory is now located in the same block on Mission and Fremont streets.

**A. Leechen Rope Company**, manufacturer of wire rope and wire rope transmissions, with head office and factory at St. Louis, Missouri, and Pacific Coast offices formerly located in the Monadnock Building, has just taken larger quarters in the new building at 520 Fourth Street, where one floor and mezzanine is occupied. It is anticipated facilities will be increased 75% to 100% in the new location. The San Francisco office is headquarters for Pacific Coast states, and branch stock is maintained in Portland, Seattle, and Los Angeles.

**S. J. White Dental Manufacturing Company**, with factory and head offices at Philadelphia, Pa., manufacturer of dental supplies, moved some months ago to larger quarters at 450 Sutter Street, where about 6000 square feet is occupied. Company was formerly located at 212 Stockton Street. New furnishings and equipment, representing quite an investment, have been installed, and twice as much floor space as in former location is occupied. According to H. K. Strickler, San Francisco manager, the concern maintains here one of the finest dental supply houses in the United States.

## News Note

**P. Grassi & Co.**, manufacturer of "Travertine," stone building materials, mosaic and terrazzo work, with plant at 1945 San Bruno Avenue, has recently commenced the manufacture of a new product, centrifugally spun reinforced concrete street lighting standards. According to P. Grassi, president, this new product is the only street lighting standard available that is entirely San Francisco-made, and while centrifugally spun reinforced concrete lighting standards have been in use for a number of years in various municipalities, their use in and around the bay cities has been somewhat limited owing to the fact that no local plant has been equipped to produce them.

## The Next Issue of San Francisco Business Magazine Edition

Will Be Off the Press July 9, 1930

Will You Please Send Us Your Ad Copy Today?

## Very Latest Leads for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified. Domestic Trade Bureau of the Industrial Department.

**Steamship Agent**—James C. Moore, 405 California.

**Steel**—Consolidated Steel Corp., Ltd., 273 7th.

**Stocks and Bonds**—De Wolfe Chapman & Co., 351 to 311 Montgomery.

**Tailors**—Brainerd & Ericsson (B. H. Brainerd, Jr., E. Birge Ericsson), 126 Post to 310 Montgomery; Madam E. Fuller (ladies'), 908 Market.

**Taxicab Service**—Cadillac Limousine Service, Inc., 515 Powell; Lincoln Limousine Service Co., 457 to 515 Powell; Lincoln Taxicab Co., 457 to 515 Powell; Palace Limousine Service Co., 457 to 515 Powell; St. Francis Limousine Service Co., 457 to 515 Powell.

**Tires**—Howard F. Smith & Co. (distributors), 1547 Mission to 145 10th.

**Toilet Preparations**—Peroxide Mfg. & Specialty Co., Ltd., 1409 3d to 1515 3d.

**Typewriters**—Crown Typewriter Co. (L. Geoffrion, A. L. Merideth), 16 California.

**Upholstering**—Studio Upholstering Co., 14 Clement.

**Weather Strips**—Fred Fournier, 2711 Pine to 1230 Oak.

**Miscellaneous**—Bankers' Bureau of Motor Finance, Ltd., 405 Montgomery; Dr. Katherine H. Barbick, 209 Post; Dr. Sophie B. Bewitt, 135 Stockton; De Vilbiss Co. of Calif., 512 Mission to 831 Howard; Dr. M. P. Donnelley, 870 Market; Eaton & Smith, 165 Sagamore; Federated Health & Hospital Assn., Inc., 1095 to 821 Market; Joseph H. Gray, 215 to 785 Market; Kaufmann Medical Service, 760 Market; Marina Apartment Rental Bureau, 2015 Chestnut; H. C. Merritt, Jr., 200 Bush; Dr. Frederick J. Moran, 450 Sutter; Mutual Protective Assn., 291 Geary; National Clearance Bureau, Inc., Ltd., Butler Bldg.; Peruvian Consulate, 58 Sutter; Rejuvenc Co., 821 Market; San Francisco Drop Cloth Co., 1334 23d Ave. to 476 28th Ave.; Shepard Niles Crane & Hoist Corp., 273 7th; Shoko Co., 1351 Webster to 1142 Turk; So China Trading, 846 Kearny; Sunland Orange Products Co. (Louis Favrat), 3135 Pierce; United Founders Corp., 111 Sutter; Visual Education Service, Inc., 443 Sutter; Dr. Raymond W. Vizzard, 870 Market; Wild Goose Inn, 305 Grant Ave.

Vacation time is here... Put out that camp fire and SAVE our forests.

## Revenue Freight Loading

Loading of revenue freight the week ended June 7 totaled 935,647 cars, according to the car service division of the American Railway Association. This was an increase of 75,398 cars above the preceding week, when loadings were reduced somewhat owing to the observance of Decoration Day, but a reduction of 120,121 cars below the same week in 1929. Compared with the same week in 1928, it was a reduction of 59,923 cars.

Miscellaneous freight loading for the week of June 7 totaled 369,442 cars, 50,840 cars above the same week in 1929 and 16,412 cars under the corresponding week in 1928.

Loading of merchandise less-than-carload-lot freight amounted to 243,753 cars, a decrease of 16,607 cars below the corresponding week last year and 12,118 cars below the same week two years ago.

(The following is a reprint of an advertisement mailed by the Industrial Department of the Chamber of Commerce to 2500 Eastern industrial prospects.)

# San Francisco

## the Center

of the Western States

for

### Transportation Headquarters

Manufacturers distributing either to the Western States or trans-Pacific markets find it a distinct advantage to be located in San Francisco—Western headquarters for transportation companies. Without the necessity of protracted correspondence, freight matters may be adjusted by personal contact with transportation officials.

Railroads and steamship companies, like 1,500 other national concerns, recognize San Francisco's superior geographic position as the West's business center.

Here are located the headquarters of the Southern Pacific Company and the Western Pacific Railroad, Pacific Greyhound Lines, Inc.—Western motor stage service, several intra-state railroads; the principal Pacific Coast traffic official of the Santa Fe Railway; and the Railway Express Agency Western headquarters. Also 75 other railroads have San Francisco offices, several of which have other Coast offices.

Outstanding round-the-world, trans-Pacific and intercoastal steamship companies such as Dollar, Matson, Panama Mail, Balfour-Guthrie, Nelson, and McCormick have their home offices in this city. Most of the other prominent steamship services operating to or from Pacific Coast ports have their Western headquarters in San Francisco. In addition, many trans-Atlantic companies also have direct Pacific Coast representation here.

*For further detailed information, special engineering reports, and market studies on any phase of industry, address:*

## INDUSTRIAL DEPARTMENT

San Francisco Chamber of Commerce



Matson Building—Headquarters Matson Navigation Co.  
Serving Hawaii, Australia, New Zealand



Robert Dollar Building Home Office  
Dollar Steamship Lines—Trans-Pacific and  
Round-the-World



Southern Pacific Building  
Headquarters Southern Pacific Railroad System



Wells Fargo Building  
Western Headquarters Railway Express  
Agency



J U L Y 9  
1 9 3 0



A N F R A N C I S C O  
B U S I N E S S

Keep in direct contact  
*with your*  
foreign representatives

*by* **RCA**  
**RADIOGRAMS**

**M**ANY American corporations have learned of the superior service provided by RCA RADIOGRAMS. They are using this fast, accurate, dependable service daily to direct their overseas business. It's the modern means of direct international communication for modern business.

Direct RCA circuits to Europe. Asia, Africa. Central and South America. West Indies and Australasia.

*Mark your messages "Via RCA"*

*Quickest way to all the world and to ships at sea*

**R. C. A. COMMUNICATIONS, INC.**  
28 Geary Street San Francisco

*Telephone GA rfield 1200*

# 11,000 of us — Standard Oil Dealers

# all RED WHITE & BLUE



*because*

—Because 11,000 dealers can serve you better than one!

—Because 11,000—all Red, White and Blue—are easier to find!

—Because the Standard Oil Company is cooperating with these 11,000 dealers to give you the best possible service!

—Because Standard Oil Products are unsurpassed!

Because of all these reasons and more—because of the convenience and new pleasure it will add to your motoring—11,000 Red, White and Blue Dealers are now joined together to

supply to motorists the world-famous Standard Oil Products, together with an unexcelled motoring service.

For this service in your own neighborhood and everywhere you go—look for Red, White and Blue! It is the identification made famous by America's *first* chain of highway stations—pioneered and operated by Standard Oil Company of California. Today you find it everywhere—a great advantage—and everywhere you can be sure of getting exactly the motoring products the manufacturer of your car has approved for your use.

Watch for the Red, White and Blue Dealer.



LISTEN IN—Presenting the Standard Symphony Orchestra, The Standard Symphony Hour offers its programs of enjoyable music every Thursday evening from 7:15 to 8:45 p. m. over KFI; KGO; KGW; KOMO and KHQ.



From Hillhouse Ranch, at Cazadero, to Salinas, is quite a jump, but once a year we make it to say hello and mix with the folks who are keeping the spirit of the West alive . . . Your Rodeo is more than a gathering of fine horses and hard riders. It is a round-up of all the old traditions that are woven into the name of California. Let 'er buck!

*"Bill" Metcalf of*  
**METCALF-LITTLE, INC.**  
*Illustrators, Designers and Typographers*  
 321 Bush Street, San Francisco

## CALIFORNIA *Fresh* FRUIT ABROAD

By WILLIAM L. MONTGOMERY

*Assistant Manager, Foreign Trade  
 Department, San Francisco  
 Chamber of Commerce*

**E**XPORTING is selling; and selling is not just taking orders. An exporter cannot sell much with his feet on his desk waiting for orders to drop in his lap. He has to reach his market by ship, rail, and sometimes by bullock cart. He has to supply his market, sometimes under adverse conditions, as in war time when space is at a premium, cramming his product into nooks and crannies of crew's quarters on oil tankers. Holding the market once it has been reached and supplied also is a problem. Meeting new competition from lower labor-cost countries challenges the exporter, and his parry is mass production and efficient packaging. Intensive selling may be the answer to costly distribution. Diversification of markets will help when business conditions become unsatisfactory where one's market has been localized. The Gillette Safety Razor Co., whose product is in every city and village of the world, has met all these problems. It is unnecessary to say that this company is a success.

What Gillette has had to do, so have California exporters. Take Castle Bros., later Castle Bros., Wolf & Sons, now the Pacific Commercial Co., as an example. Mr. Merrick W. Creagh, "last of the Mohicans" of the old firm of Castle Bros., tells an interesting story. He is now with Garcia & Maggini, an important California firm located in San Francisco. (Garcia & Maggini took over the dried fruit business of Castle Bros.) Creagh arrived in Manila in 1898, aboard the U. S. S. Olympia and at the conclusion of the Philippine excitement joined Castle Bros. This firm, founded in San Francisco in 1850, originally was a wholesale grocery concern. Later it specialized in coffee and dried fruit. The firm had always done a good business with the Army and Navy, and with the outbreak of the Spanish-American War, Castle Bros.' operations assumed large proportions.

One day the senior partner was requested by the government commissary to submit a price on potatoes and onions to be delivered in Manila. (There was no through steamship service to Manila in those days.) Instead of throwing up his hands as about 99 out of 100 would have done, he got in touch with Wolf and Sons, produce merchants. William and George Wolf, the active members of the firm, after giving the matter some thought decided that the business could be done. An offer was submitted to the

[continued on page 38]

*Officers of the San Francisco Chamber of Commerce*

LELAND W. CUTLER  
*President*

L. O. HEAD  
*First Vice-President*

J. W. MAILLIARD, JR.  
*Second Vice-President*

B. R. FUNSTEN  
*Third Vice-President*

ALBERT E. SCHWABACHER  
*Treasurer*

*Board of Directors*

- A. M. Brown, Jr.                      John R. Cahill
- James A. Cranston
- Leland W. Cutler                  Arthur R. Fennimore
- B. R. Funsten
- Wm. H. Harrelson                  L. O. Head
- J. W. Mailliard, Jr.
- L. H. Marks                          Frederick H. Meyer
- John W. Procter
- Robert C. Reid                      Albert E. Schwabacher
- Frank A. Somers
- Louis C. Stewart                  Joseph S. Thompson
- J. H. Threlkeld
- A. Emory Wishon                  Herman Wobber
- Leonard E. Wood

*Chairmen of Standing Committees*

- A. Emory Wishon, *Agricultural*
- Frederick Baruch, *Appeals*
- Henry Rosenfield, *Arbitration*
- R. J. Murphy, *Bean Trade*
- Frederick H. Meyer, *Bridge and Highway*
- Robert Dollar, *China Commerce*
- J. W. Mailliard, Jr., *Finance*
- Ian Armstrong, *Foreign Trade*
- Herbert Eloesser, *Domestic Trade*
- C. J. Kelly, *Fresh Fruit Export*
- George P. McNear, *Grain*
- L. O. Head, *Industrial*
- Wallace M. Alexander, *Japanese Relations*
- J. H. Polhemus, *Latin American*
- Robert B. Henderson, *Legislative*
- J. C. Rohlf's, *Marine*
- Capt. C. W. Saunders, *Maritime and Harbor*
- N. R. Powley, *Membership*
- Donzel Stoney, *Municipal Affairs*
- L. H. Marks, *Publicity*
- J. W. Mailliard, Jr., *Transportation*

# SAN FRANCISCO BUSINESS

Published weekly by the San Francisco Chamber of Commerce  
205 Merchants Exchange Building • Phone DAVenport 5000  
Entered as second-class mail matter at the Post Office, San Francisco, California, under the Act of March 3, 1879  
SUBSCRIPTION FOUR DOLLARS A YEAR

GEORGE L. NORTH, *Editor*

H. H. DEMPSEY, *Advertising Manager*

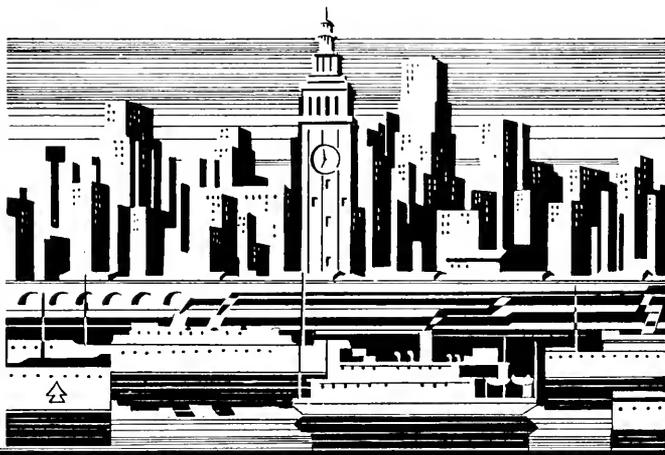
Vol. XX

SAN FRANCISCO, CALIFORNIA, JULY 9, 1930

No. 28

## TABLE of CONTENTS

	Page
CALIFORNIA FRESH FRUIT ABROAD - - - - - <i>By William L. Montgomery</i>	4
THE PRESIDENT'S PAGE - - - - - <i>By Leland W. Cutler</i>	6
A TRAIL BLAZER FOR SAN FRANCISCO BUSINESS - - - - - <i>By J. K. Norins</i>	7
SUNNYVALE—A CASE FOR STATE UNITY - - - - - <i>By C. B. Dodds</i>	10
OLD DAYS IN THE NEW WEST - - - - -	12
CHARTER REVISION - - - - - <i>By William Nanry</i>	15
TWO ARMY AIR BASES - - - - - <i>By William F. Benedict</i>	16
WHAT OF AUSTRALIA? - - - - - <i>By Col. Edward P. Bailey</i>	18
WHY THE BOARD OF TRADE IS EFFICIENT - - - - - <i>By Al S. Peterson</i>	20
INDUSTRIAL DEVELOPMENT - - - - -	31
LEADS FOR NEW BUSINESS - - - - -	41



# *The President's Page*

WHEN Kingsford-Smith and three companions flew the Southern Cross from San Francisco Harbor to Suva, and then on to Australia two years ago, they startled the world by their spectacular daring. But few knew, or even heard, of the man who plotted the course weeks in advance. His job was done before the big ship took off. The fact that Mr. Smith was with us in good health a couple of days ago is proof that it was done right.

TAKing over this job of president last month, it was with a full realization that the success of the venture does not depend entirely upon the captain or the pilot. In this case I would like it expressly understood that if we "arrive" a cheer or two won't hurt the skipper; but if we get off the course a bit it will be because someone made a mistake in plotting it. So far as I am concerned, the people of San Francisco should accept their share of that responsibility. This is their Chamber of Commerce. They know what they want it to accomplish, and how.

SAN FRANCISCO does not need a Moses to lead it out of the wilderness. I believe it can light its own way if it sets its mind to it and uses the facilities that it has at hand. Logically, the Chamber of Commerce should be the light, but the strength of its rays will depend entirely upon the energy that is put into it.

DURING the last week we have seen two Government air bases aggregating a cost of more than \$8,000,000 awarded to this district. This Chamber of Commerce took the initiative and led the campaign during sixteen months, but it never could have won the fight without the active support of our neighboring communities.

TWO weeks ago this Chamber of Commerce saved the bay area a \$5,000,000 industry that would, in all probability, have located elsewhere. I mention these in passing, although our concern now is more with the future than with the past. What we do with it is in the hands of all of us—your directors, your membership and your community. And the more of us who lend a hand the farther we'll go.

Island W. Cutler

# A Trail Blazer for San Francisco business ~

By J. K. NOVINS

**S**AN FRANCISCO'S least known and least appreciated industry accounts for an annual payroll of four million dollars.

Yet it produces nothing more tangible than service, the cheapest kind of service imaginable. For every ounce of service, requiring a personnel of 2000 men and physical equipment running into the millions of dollars, it receives less than two cents.

A fighting, aggressive sort of service, its work really begins when the city sleeps, and buzzes with feverish activity when the day's work is done in office or factory. No greater calamity could befall the city than even a temporary cessation of its activity, so vital is it to the routine performance of our every-day industrial tasks.

Visualize in your mind the gigantic locomotive and string of steel cars racing across the continent at a speed of sixty miles an hour—the famous Overland mail express. Probably no transcontinental is awaited with such breathless expectancy, for in its cargo of bulging mail pouches is the raw material to be fed into the rapacious maw of the city's skyline.

Bank checks for sums totalling millions of dollars, merchandise orders and contracts, important documents, the thousand and one instruments of commerce which link the West with the East, pour into the city in one grand, but silent procession, for distribution to thousands of offices and mercantile establishments.

Although this full trainload of mail matter ar-



rives in the city at 8:30 in the morning, yet in less than one hour the mountain has been reduced to an orderly segregation of tens of thousands of business letters, and an army of uniformed men completes its distribution to every business establishment shortly after the generals of finance and



*Above, Cancelling mail at the Ferry Post Office.*



*Right, Sorting mail for immediate distribution.*

industry and their vast army of clerical assistants have reached their desks.

San Francisco business men accustomed to receiving their morning mail early should be thankful that they are served by an enterprising and efficient post office. If only they could gaze behind the scenes in the big, grey building facing the Embarcadero, where the mail pouches are transferred from fleets of trucks to escalators moving along with clock-like precision. By some makeshift of efficiency, tens of thousands of bits of paper flutter into pigeon holes with lense-like speed. Here some 250 tons of mail matter are handled daily and an average of a million pieces of mail are dispatched to all parts of the world.

Our post office should be the pride of every businessman but the full details of its efficient operation have not been fully presented or appreciated. Do you know, for instance, that by instituting certain efficiency measures the San Francisco post office has saved a full day for San Francisco business? Do you know that this saving has added millions of dollars in the vaults and safes of San Francisco banks and commercial houses? Do you know that the San Francisco post office is regarded as one of the most efficient in the United States and that many of its methods have been adopted by post offices elsewhere?

Do you know, for instance, that the San Francisco post office is second only to New York in the dispatch of foreign mail? That it was the first post office in the United States to institute the parcel post pickup service and that it has maintained this service for more than a quarter of a century?

And here is a fact worthy of note, which should stimulate our pride in San Francisco's finest service organization. Our post office is the account-

ing and supplies headquarters for the entire Pacific Coast. Very few of us know that its payroll alone is four million dollars annually, paying the salaries of all postal inspectors on the coast and all railway mail clerks operating from Salt Lake City west, in addition to the regular force employed in the local offices. It is the supply headquarters for seven western states and also for the Hawaiian Islands and Samoa. It handles the largest volume of mail on the Pacific Coast and spends locally huge sums for equipment. Shortly after this article is published the San Francisco post office will have completed its large garage and maintenance building in the financial district at a cost of \$100,000—naturally enough San Francisco industries will benefit from this improvement.

Letters mailed in San Francisco at the close of the business day are delivered in Los Angeles the following morning where they are distributed to offices that have just opened for business. The thousands of letters are handed to an army of letter carriers within a few minutes after the arrival of the mail train. No sorting of letters by carrier districts. All of that has been attended to in the San Francisco post office, where a battery of skilled clerks who know every street and alley in Los Angeles and the street location of every principal business establishment, quickly classify the mail and make it ready for the Los Angeles letter carriers to distribute on their routes without any clerical detail whatsoever.

And so with San Francisco mail destined for Honolulu. The scheduled arrival of a steamer laden with mail pouches is an event, and a very happy one, particularly as there is not a minute's delay in the final distribution by carriers to residences and business houses. Clerks in the San

San Francisco post office have seen to that. Tens of thousands of individual pieces of mail have been carefully classified just as they would be by clerks employed in the Honolulu post office itself. Neat little packages of letters are put up, each bearing the number of a Honolulu letter carrier. To these specialists the streets of Honolulu are as familiar as the streets of San Francisco. And, for the purpose of expediting mail delivery, as important.

It is estimated that two or three hours are saved in delivering San Francisco mail in the Hawaiian metropolis, which is quite an item considering the great amount of business transacted between these Pacific cities. Mail steamers call at the Honolulu harbor on the average of two and a half times a week, so you can imagine how the folks there appreciate the extra ounce of service made possible by an efficient and foresighted post office administration some three thousand miles away. And it is productive of much good will on the part of Honolulu businessmen.

Early mail delivery, whether it be three thousand miles away or in the heart of San Francisco's financial and industrial district, is the rule rather than the exception. Businessmen who have become accustomed to such excellent service as part of the daily routine seldom inquire how and why it was made possible, at what cost in human energy

and resourcefulness this service is performed. Machine and organization efficiency, for which the post office is noted, only partly accounts for the type of service rendered San Francisco's business. There is another composite of the local post office organization that very few of us have visioned—a trail blazer for San Francisco business!

One single improvement in postal service which has netted our business houses millions of dollars was the result of a superhuman effort—beating the scheduled run of a fast transcontinental mail train. The man who accomplished the apparently impossible is none other than Postmaster Harry L. Todd.

"We did it," he declares, "by changing the time schedule of a transcontinental train. Nobody believed it could be done. Nevertheless we tried, for what is good for the welfare of San Francisco is worthy of the effort. I consider it a great victory for San Francisco business.

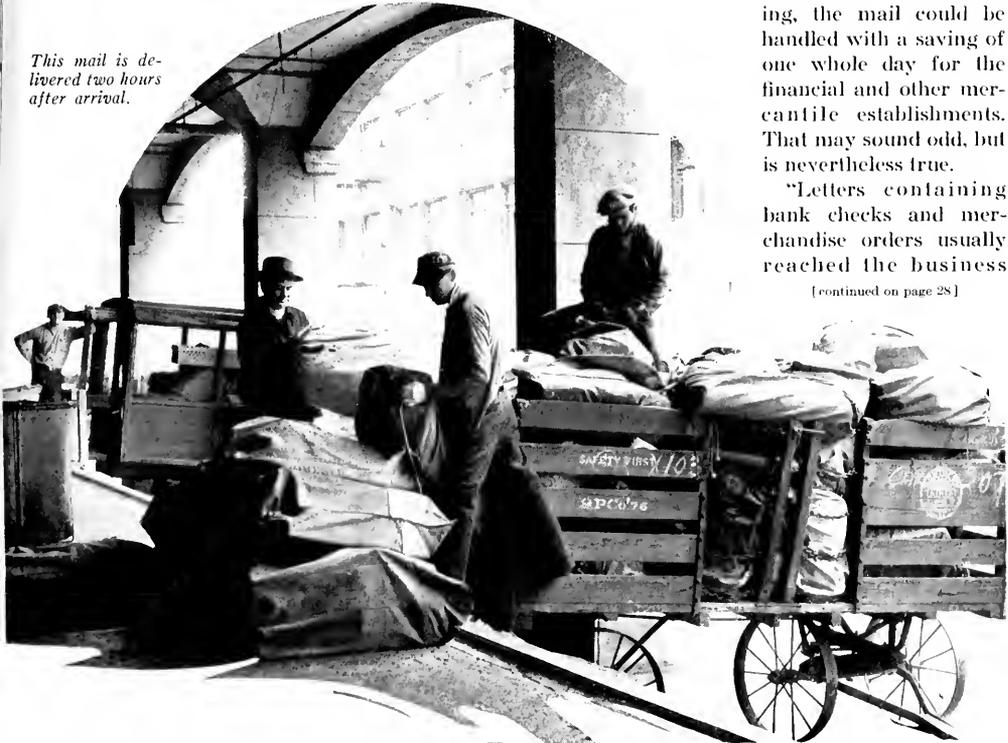
"Our main concern was that the Overland, the most important all-mail train bringing mail from the East, got here at 10:30 in the morning which, of course, made it impossible to effect early morning distribution in the business districts.

"We figured out that if the train schedule could be set back an hour and a half, arriving here at about 8:30 in the morning, the mail could be handled with a saving of one whole day for the financial and other mercantile establishments. That may sound odd, but is nevertheless true.

"Letters containing bank checks and merchandise orders usually reached the business

[continued on page 28]

*This mail is delivered two hours after arrival.*



# Sunnyvale ...

## *A Case for State Unity*

By C. B. DODDS

*Washington Representative San Francisco Chamber of Commerce*

WHILE the House Naval Affairs Committee favors the Sunnyvale base over the Camp Kearney base by a large majority, the fight to bring the west coast dirigible base to the San Francisco Bay region is not yet over. Out of the twenty-one members of the committee, all but seven have definitely announced themselves in favor of Sunnyvale. Three of these, Representatives Evans, of Glendale, Drane, of Florida, and McCormick, of Illinois, are believed to favor the southern base. Three others, Representatives Coyle, of Pennsylvania, Hale, of New Hampshire, and Woodruff, of Michigan, are considered doubtful and may yet support the Sunnyvale site. One lone member of the committee, Representative Vinson, of Georgia, is against both sites and favors a second base on the east coast of the United States or else the further development of the Lakehurst, N. J., base.

Fortunately the House Naval Affairs Committee has a policy of reporting out important bills unanimously, irrespective of whether there was opposition in the committee or not, so that the unit rule might be invoked in the Sunnyvale case, unless determined opposition exists and a minority report is filed.

The latter possibility made the decision of the committee to postpone action until the December session of Congress, seem a fortunate one from the Sunnyvale standpoint. It is believed that had the committee agreed to make an immediate decision, there would have been a minority report which would have delayed final action on the bill to no inconsiderable extent. As it is, there is a strong possibility that when the bill is again given consideration next December and the heat of battle has worn away, the committee may determine to endorse Sunnyvale unanimously. This will be



a tremendous advantage in passing the bill through both the House and the Senate. In any event, there would have been no chance of passing the bill at the present session, with the minority report attached to the committee's endorsement, so that no

me has been lost, and possibly time has been gained.

The two elements of danger facing Representative Arthur M. Free, of San Jose, who has charge of the Sunnyvale fight, are these:

1. The Secretary of the Navy has authority to cancel the contract for the second ship being built for the Navy at Akron, in which event no second base will be required as the first ship could be repaired for at Lakehurst.

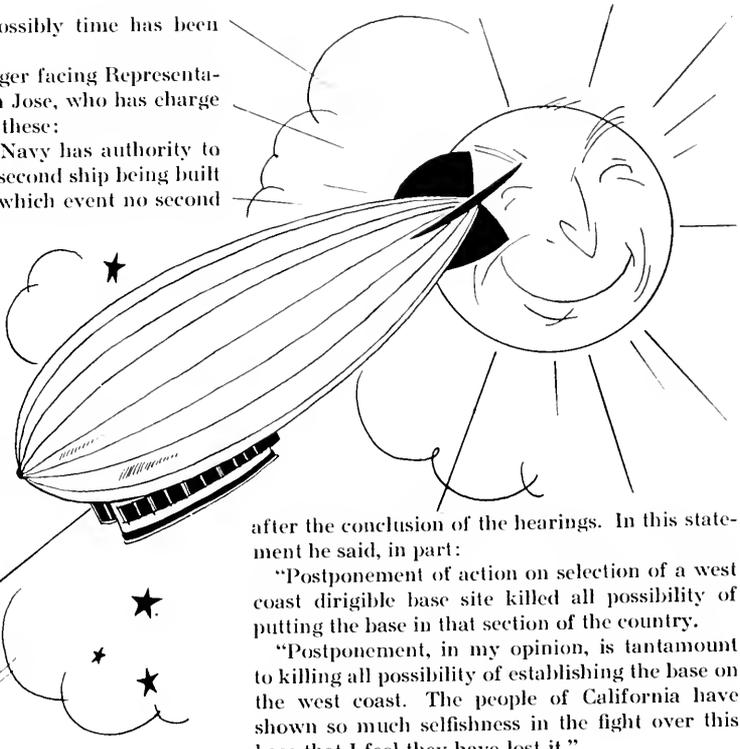
2. Representative Vinson, of Georgia, is leading a determined effort to establish the second base on the southeastern coast of the United States or else to still further develop the Lakehurst base.

The first contingency is possible because of the fact that dirigibles are

still considered to be in the experimental stage, and the committee may determine to continue experimentation with the first ship at the Lakehurst base before proceeding with the construction of the second ship. The Bureau of Aeronautics of the Navy Department is very much opposed to this change in plans and as the decision is up to the Secretary of the Navy and not up to the House Committee on Naval Affairs, there is really believed to be no serious danger on this score. Furthermore, the second ship will cost very much less than the first and has been called by Rear Admiral William A. Moffett, Chief of the Bureau of Aeronautics, a "bargain," which should not be overlooked.

The Navy Department also opposes the second contingency mentioned in the foregoing, for the reason that it wants its next base established on the west coast where the dirigible or dirigibles can train with the fleet, most of the fleet being in the Pacific. Mr. Vinson is no mean antagonist. He is the ranking Democrat on the committee and has the respect of his fellow Democrats, both in the committee and on the floor of the House. Just how far he will go with his proposal is not known.

The Georgian made known his position in a statement given to the Associated Press a few days



after the conclusion of the hearings. In this statement he said, in part:

"Postponement of action on selection of a west coast dirigible base site killed all possibility of putting the base in that section of the country.

"Postponement, in my opinion, is tantamount to killing all possibility of establishing the base on the west coast. The people of California have shown so much selfishness in the fight over this base that I feel they have lost it."

With this attitude to face on the part of the leading Democrat of the committee, the northern California contingent back of the Sunnyvale base, is seriously considering making overtures to their southern colleagues to get behind Sunnyvale and present a united front for the state of California.

It is pointed out that the Camp Kearney campaign has failed definitely, in view of the proven superiority of Sunnyvale. In other words, Camp Kearney cannot possibly win, while Sunnyvale can quite possibly emerge the victor, unless the continual disagreement between the northern and southern sections of the state prevents it.

The northern California delegation stood solidly by southern California during all of the long fight for the Boulder Canyon Dam legislation so vitally needed by Los Angeles and other southern cities. They also stood loyally by the southern battles for tariff protection. The northerners can very well point to these services and invite their southern colleagues to now join with them for the dirigible base.

Sunnyvale's superb position, as compared with Camp Kearney, was definitely established during the hearings by the Navy's own witnesses. The testimony of Rear Admiral Moffett and of Lt. Comdr. C. E. Rosendahl, the Navy's foremost lighter-than-air authority, was most impressive.

# Old Days in the New West

## CALIFORNIA RODEOS Revive the State's Colorful Past!

**T**HE days of old, the days of gold . . . " How many times have you read this in stories and articles of pioneer times in California?

It's a favorite beginning for modern writers on the subject of the old West, for it conjures scenes of wild excitement which followed the cry of "On to California"—to the mines — Gold! Gold! Gold!

But what of the days of old BEFORE the days of gold?

There was an era of real splendor, of Spanish opulence and ease; of Mexican languor and lavishness! Golden were the dawns and the sunsets, golden were the hours spent in living an Eden-like existence! Golden was time itself!

Wealth, if the thought came to mind in those days, was cattle. The state was one great range for the feeding herds. Landowners counted their holdings in square miles and not in acres. As broad as the horizon were some of the land grants to the first settlers.

But if the native Californians did not worship wealth and strive to increase their goods and



chattels, others did. From the New England ports, on perilous voyages around the Horn, came the white-winged clipper ships. They brought assorted merchandise to exchange for cargoes of hides and tallow—and Yankee skippers saw to it that their shipowners did not suffer in the business deals.

Then came the discovery of those shining bits of metal in the tailrace of Sutter's sawmill at Coloma. It was January 24, 1848. What began in 1849 with the world-wide rush to the "diggin's" in California is a story often repeated. Suffice to say, it ended the era of "splendid idleness" and ushered in a period as hectic as history records.

The ranch owners of the gold-mad years — including Captain Sutter himself—saw their lands and herds go untended for want of plowmen and herders. Everyone was off to the mines to make his fortune. And agriculture languished. Herds died. Ranchmen were ruined. Years passed . . . and after the tide of gold-seekers receded there came the pioneers of the soil, many of whom

were recruited from the ranks of disillusioned fortune hunters. Crops were planted again on the broad valley plains and cattle were raised on the ranges. But the immense land holdings had been broken up and the vast stretches over which the herds once roamed were now planted to grains.

*Off for a short ride at Salinas. Some-  
thing tells us it won't be long now.*



*A few scenes that make the round-up typical  
of the early West. It's a sport that's good  
for the health—if you manage to keep it.*



*A lot of folks throw it, but few  
ride it. This time the bull won.*



Cattle raising continued to be—and is today—  
one of California's important pursuits. There came  
a new race of "cattle barons" destined to pile up  
great fortunes. But whereas cattle had been the  
principal, if not the only, business of note before  
the days of gold, it became one of many major  
industries in the state.

And still there is in the life of California of our  
time a goodly strain of pioneer blood, easily sent  
coursing through the veins at the mere mention

of the Wild West. Cowboys may not be so numer-  
ous now, but they are no less picturesque in the  
minds of the populace. Just so the cattle kings  
are still remembered, and their descendants yet  
rule over extensive range lands in the state.

All this is what makes the modern rodeo—the  
round-up—an occasion for unusually colorful fes-  
tivities. It is a turning back of pages to the days  
when cowboys brought in the herds for the annual  
inventory and profit-taking. Those activities were

attended by much impromptu play, by shows of horsemanship and daring. In this respect the present round-up runs true to form.

Several cities and localities in the state make much of their rodeo programs—notably Salinas, Livermore, Ukiah, Willits and Alturas, to name a few. Ukiah's round-up was staged last month; Livermore celebrated its rodeo on July 4, 5 and 6; and now there remains the California Rodeo, to be held at Salinas, July 16 to 20, inclusive.

It is tradition in Salinas—the annual “big week” celebration and the city makes the most of it. Nowhere is there to be found a greater show of western hospitality, provided in the truest sense of the word. With this goes the wearing of boots and spurs, and ten-gallon hats, and gaudy neckerchiefs and “chaps” of the cowboys, while others prefer the garb of the Spanish regime. However, it matters not what you choose for your outing costume. The idea is to have a good time.

For days before the big celebration sons and daughters of the range start their pilgrimage to Salinas. Every buckaroo and peeler in the cattle country follows the same trail. Everybody is eager to get a front seat. These boys and girls of the hills and plains are attracted not so much by the prize money offered in the long list of events, but by the love and excitement of the game.

Wild bulls are being driven through the streets daily to the Rodeo Park. Carloads of bucking

horses have arrived from Oregon, Utah, Montana and Nevada. A herd of Mexican steers, most dangerous of the long horns, are bellowing in their corrals.

All is in readiness for the sports of the range—roping, riding, bronco-busting, wild steer riding, bulldogging. And events of this kind will occupy the center of the ring for the five days, July 16 to 20, inclusive.

The program for this year's rodeo will be the largest and most varied in the history of Salinas. Each day's performance will end with a wild horse race, replete with thrills. Approximately \$40,000 in purses and an array of valuable prizes will be awarded to the winners of the various contests.

And speaking of the contestants—

Sammy Garrett, six times winner of the world's championship in trick and fancy roping, will be on hand to exhibit his dexterity as a rope handler.

“Tin Horn” Hank Keenan, internationally known cowboy clown, who has made millions laugh with his antics, will furnish comedy during the daily show.

Norman Cowan of Ukiah, the only California cowboy to win the championships at Pendleton and Cheyenne, will head the delegation of riders in the bucking horse and bull riding events. Cowan is the holder of the Roosevelt Trophy and will be seen in action every day during the round-up.

Earl Thode, world's champion all-around cowboy, is coming to Salinas to risk his title. But he intends to keep his honors until he meets a better man.

Johnny Schneider of Livermore, who jumped a Roman

*The excitement means as much as the prize money to this bird. He got both.*



[continued on page 30]



# Two Army Air Bases

## The Fruits of BAY HARMONY

By WILLIAM F. BENEDICT

*Assistant Manager and Comptroller, San Francisco Chamber of Commerce*

**W**HEN, on Tuesday, July 1, the United States Senate passed the Kahn Bill providing for the establishment on San Francisco Bay of the Army Air Base and the Bombing Squadron Base, there was brought to a successful conclusion one of the most outstanding efforts of bay harmony and unity that California has ever witnessed.

For sixteen months, ever since February, 1929, an earnest group of workers, calling themselves the Bay District Executive Committee on Army Air Bases, had been working quietly but effectively in carrying forward the maze of details incident to the establishment of these major army air activities in the San Francisco Bay region.

It all started, as has been stated, in February, 1929, when word filtered through from the Nation's Capitol that the army authorities were planning the extension of air activities on the Pacific Coast. Whether these were to be based at some point in southern California, in the vicinity of San Francisco, on the Columbia River near Portland, or on Puget Sound near Seattle, had not then been determined even by the War Department itself.

To coordinate efforts to land for this section the proposed Army Air Base (for only one had been mentioned up to that time) Major James Rolph, Jr., of San Francisco called a meeting of all mayors and members of boards of supervisors, and of all presidents and secretaries of chambers of commerce, besides a chosen list of business and civic leaders, from the Tehachapi to Oregon. This meeting was held in the chambers of the San Francisco Board of Supervisors and was attended by some two hundred persons who had responded to Mayor Rolph's call.

Following a discussion of the matter and a plea from Mayor Rolph for unity and harmony in the

*Representing the San Francisco Chamber of Commerce as chairman of the Executive Committee on Army Air Bases, the writer of the accompanying article headed a campaign which has just won for the San Francisco-Oakland Bay Area two Government projects which will exceed an aggregate expenditure of eight million dollars. This campaign was carried on in the face of vigorous competition from other sections of the Pacific Coast, and demonstrated more forcibly than ever before the necessity of Bay Unity in the development of the greatest metropolitan area in the West. No one is better qualified than Mr. Benedict to review the fight which has just been so successfully concluded.*

effort to land the aviation "plum" for this section, it was decided that the campaign could best be handled by a comparatively small committee which should have full authority to make its own plans and, having made them, to carry them out.

The writer hereof, doubtless by reason of some eleven years' association with Mayor Rolph in a secretarial capacity before coming to the San Francisco Chamber, was named by the mayor as chairman of this executive committee, the other members of which were:

Joseph M. Parker, vice chairman, general manager of the Oakland Chamber of Commerce.

V. M. Moir, secretary, representing the San Francisco Junior Chamber of Commerce.

Robert N. Carson, Jr., chairman Aviation Section of Marvelous Marin, San Rafael.

Fred H. Drake, president of San Mateo County Chamber of Commerce, San Carlos.

John N. Edy, city manager of Berkeley.

Philip M. Fisher, Jr., executive secretary to Mayor John L. Davie of Oakland.

Ralph T. Fisher, vice president American Trust Co. of Oakland.

T. A. Goodrick, representing Richmond Chamber of Commerce.

Maj. Clifton E. Hickok, city manager, Alameda.

A. R. Linn, manager of the Alameda Chamber of Commerce.

Captain Burdette A. Palmer, representing San Francisco Chapter, American Aeronautical Assn.

Harry G. Ridgway, president Marvelous Marin, San Rafael.

Hollis R. Thompson, managing director of the Berkeley Chamber of Commerce.

William A. Smith, assistant secretary to Mayor James Rolph, Jr., of San Francisco.

Realizing the importance of both quick and harmonious action, the members of this committee

# ARMY BOMBING SQUADRON BASE

MARE ISLAND  
VALLEJO



IGNACIO

SAN PABLO BAY



RODEO

SAN RAFAEL



RICHMOND



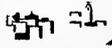
CORTE MADERA



ANGEL I.

SAN FRANCISCO BAY

BERKELEY



SAUSALITO



GOLDEN GATE

GOAT I.

OAKLAND



SAN FRANCISCO



ALAMEDA

## ARMY AIR BASE

# WHAT OF

## The *Why* of the Tariff Barrier



By  
Col. Edward P. Bailey



OUR Foreign Traders are keenly concerned because of the increase of tariff, and the restriction and prohibition of importation of certain articles into Australia. That they should be concerned is quite natural, Australia has been a very valuable customer to the United States; far more, I think, than has been appreciated by writers of certain articles of criticism of that country, in some of our daily newspapers; who have overlooked the golden fact that commerce is extended largely by the good will and mental receptiveness of a nation. This matter of comment, as well as the question of tariff is important to all our great export organizations. I am, however, in a position to say that there are good economic reasons for the apparent drastic action by the Commonwealth Government, and the tariff changes are not directed at any particular country; any more than are the proposed American tariff laws now being considered by the two houses of United States Congress, the fundamental principle of which is Protection.

Self-preservation is the first law of nature. Every country has variation in its prosperity, and meets difficulties in adjusting itself to changes in the quantity and values of commodities that are a factor in their economic welfare. Many forces are at work and call for such adjustment in Australia, and call for definite action as now taken by the Commonwealth authorities, and are not unlike things that have happened, and been done in the past by the United States of America. Good times and bad times come in cycles, but the life of the country goes on. It is a fact that for many years Australia has been spending vast sums of money, more doubtless than was earned from the purposes of expenditure, of which I will speak later.

*The author of the accompanying article was a recent guest of the Foreign Trade Club of the Chamber of Commerce, and an outstanding authority on international affairs. Col. Bailey is a member of Adventurers of the World, Legion of Frontiersmen, Explorers' Club of New York and F. R. G. S., Australia.*

Australia is a country of wonderful resources, and an accumulation of wealth because of good times, this led to a program of development, and naturally, to provide the necessary funds bonds were sold. These borrowings were attractive to those who wished to earn good interest on surplus money; and because her credit was good the lenders were always too ready to convert old debts into new. On account of the same good times the habit of spending too much pocket money became general, as a consequence business was good; life was easy, everybody was happy, luxuries became necessities, so the candle was burning at both ends.

Australia being a young country with its primary productions of an estimated yearly value of about \$1,473,715,000, and secondary industries (manufacturing) valued at \$792,810,000 bought much merchandise in foreign countries. Speaking generally, it may be said that it is the spending power of the people engaged in growing wool and wheat that has been the chief factor in maintaining the high standard of living in Australia. We need not discuss the situation today in regard to either line, it is too well known, and the Commonwealth has been no exception to the prevailing conditions. It also must be remembered that a fall in production or prices decreases the spending power of the producer to a very decidedly greater

# AUSTRALIA?

extent than is represented by the percentage of the fall. There are, of course, other factors that have added to the crisis. The world markets, where the finances are sought, refused to take any more bonds. The mercantile community rightly anticipating the possibility of increased tariff, and proverbially optimistic laid in stocks of merchandise, in some instances large enough for several years' operations under normal conditions. The

Australian government found itself overdrawn with the London money market. The depression in trade and industry, the inflated imports, book debts being difficult to collect, particularly in country districts, where lower prices for wool, wheat and butter, in conjunction with the relatively slow sale of these commodities, have severely limited farmers' and graziers' purchasing power; and reflected its result throughout the whole community.



I have had many inquiries from people on this side as to the situation in Australia, the safety of their investment in her bonds, the political situation, etc. The determination of the Commonwealth of Australia to meet her obligations is not dependent upon such things as the name of the political party in power, but upon her remarkable assets, her vast wealth of raw materials, the capacity and inherent honesty of her people—98 per cent of whom are of British extraction. They have yet great accumulated wealth, they have little more than commenced the exploita-

tion of their vast natural resources; the ultimate soundness of Australia's position is undoubted, her credit is good. But they have realized that they must stop spending more than they earn, and it is the real test of the spirit, the real enterprising and dependable nature of the young Australia that they have determined to spend less on luxuries and to work harder. It is to the credit of the present government that they passed the emergency tariff, which it is, to encourage home



SAMUEL W. BURTCHAELL  
Late President of the Board of Trade of San Francisco  
who passed away last week

# Why the Board of Trade Is Efficient!

By  
AL S. PETERSON

*The business community of San Francisco was shocked last week by the untimely death of Mr. Samuel W. Burtchaell, president of the Board of Trade, and an active worker in the Chamber of Commerce. For many years Mr. Burtchaell had been a leader in the civic and business life of the city, and his passing is mourned by a host of friends.*

**A** MERCHANT in the country who had been in business for at least two decades and had built up a prosperous and honored establishment realized several months ago that he was in a most embarrassing situation.

He was still doing a fairly satisfactory volume of business, but his accounts were by no means in a healthy condition. The wholesalers and supply houses to whom he owed very considerable sums were pressing for payment of overdue accounts. He had borrowed about all that was possible from his bank. He did his best to collect accounts receivable, but as practically all his customers were farmers who themselves were in a distressing financial condition, the situation seemed hopeless. According to his books he was 100 per cent solvent, but this fact could not apparently be transposed into ready funds with which to pay his creditors.

Nearly all of this merchant's creditors consisted of San Francisco firms. If a single one of these had taken individual action and pressed his claims through individual legal procedure, the result

would have been a court receivership and certain bankruptcy.

What happened?

The San Francisco creditors, all members of the Board of Trade of San Francisco, called a meeting at the headquarters of the organization. The merchant's case was carefully considered by all these creditors and thereafter a committee consisting of three creditors having the greatest financial interest at stake, was named to handle the case for adjustment.

An efficient adjuster, one of the experienced experts employed by the Board of Trade, proceeded to the town where the merchant was located and made a complete survey and analysis. He discovered that the merchant's assets far exceeded the liabilities, that given time, he could pay the creditors. But it would not be possible to make these collections immediately. If the merchant's debtors were pressed and forced to liquidate their accounts, they in turn, might be forced into bankruptcy.

In a short time the special creditors' committee evolved a method that made it possible for the

# Sunnyvale... *A Case for State Unity*

[continued from page 11]

It was shown that on meteorological conditions, both sites virtually were equal but that Sunnyvale's superiority lay in the constancy of its winds. Thus it will be possible to erect a hangar in the direction of the prevailing winds, which will facilitate the docking and undocking of the ship. Its low level, making an additional payload of 6000 pounds possible, thus increasing enormously its cruising radius, was another important factor. Still another was the protecting fringe of low mountains surrounding the Sunnyvale site, warding off gusty winds, fogs and storms. Another important point of superiority for Sunnyvale was its potential expansibility. Seventeen hundred acres is the limit of the expansibility of the Camp Kearney site, while at Sunnyvale thousands of additional acres could be acquired in time of war. And in war time, Commander Rosendahl testified, there will not be one of two dirigibles at the main base, but probably a dozen. Their operation requires several hundred acres for each ship.

Irrespective of the outcome of the present fight, the chances are that both Sunnyvale and Camp Kearney will be used largely for dirigible operation within the next few years. A five-thousand acre site at Fort Lewis, near Tacoma,

Washington, will also be developed as a large auxiliary base.

Aeronautical officers predict that within ten years we will have a fleet of dirigibles, just as we have a fleet of surface vessels, so that all three of these west coast bases will be used.

The dirigible has a definite place in naval plans for war, according to the testimony of all the experts. Its duty will be to scout over long distances. The cruising radius of the two ships being built is 10,000 miles or more, without refueling. In war time the dirigible would be miles ahead of the fleet, watching for the approaching enemy and keeping in contact with the fleet by wireless. Further useful parts in a war game are expected to be developed as the dirigibles train with the fleet and learn to cooperate with each other, just as the various surface units cooperate. Thus after many years of doubtful experimentation, lighter-than-air officers of the Navy are convinced that the dawn of the dirigible has come in the United States and that before long we will be one of the principal builders and operators of huge lighter-than-air ships.

All during the twelve-month fight for the dirigible base the northern California

delegation stood loyally behind Sunnyvale. They were not only in constant attendance at the committee hearings but they interviewed many members of the House. For months southern protagonists spread the report that Sunnyvale was so foggy that it could not possibly be used and this idea permeated throughout the House membership until dispelled by the repeated assertions of the northern members, followed by the testimony of the Navy's own witnesses.

Those who aided Representative Free, who conducted the campaign, were Representatives Florence P. Kahn, and Richard J. Welch, of San Francisco, Albert E. Carter, of Oakland, Clarence F. Lea, of Santa Rosa, and Harry L. Englebright, of Nevada City.

Representatives Henry F. Barbour, of Fresno, and C. F. Curry, of Sacramento, have taken no part in the campaign.

### SPECIAL NOTICE

The Prague International Sample Fair will be held from September 7 to 14, 1930. Manufacturers all over the world are invited to exhibit. Applications for exhibition space may be secured from the Foreign Trade Department.

**F**OR over half a century a substantial influence in the sound and conservative development of western business.

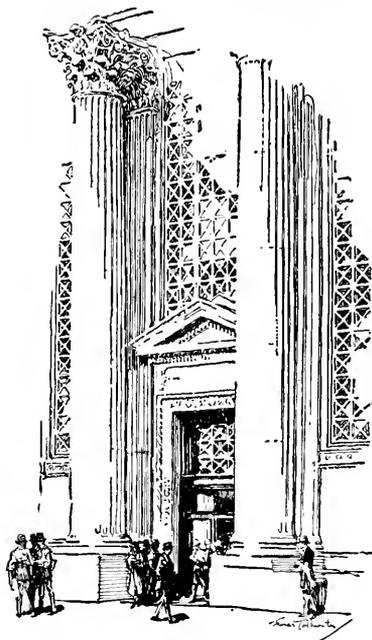
## The Bank of California

NATIONAL ASSOCIATION

Founded 1864

SAN FRANCISCO

PORTLAND · TACOMA · SEATTLE



[continued from page 20]

merchant to carry on. His inventory was reduced where possible. The expert representing the Board of Trade aided in advising to the end that the merchant managed to collect a greater percentage of cash in ratio to sales. He was permitted to pay for his purchases from the wholesalers in about the same proportion as he received goods, and slowly but certainly, he gradually began to pay off the overdue accounts prorating his payments through the Board of Trade.

All of the overdue accounts to creditors have not yet been paid, but the merchant is on his way back to a condition of normalcy. His business has been saved and instead of being a bankrupt, he is destined to carry on as a fully solvent merchant, respected and honored in his community, and still distributing merchandise for the wholesalers, who realize that it is better to aid a merchant to remain in business than to have him go broke.

The Board of Trade of San Francisco is not now and never was officially a philanthropic organization, but in the conduct of its business—that of protecting the members comprising the local wholesalers from loss through financial illness of retailers by taking collective action rather than individual—the Board frequently becomes a good Samaritan. In order to protect themselves, the creditors have long since learned through experi-

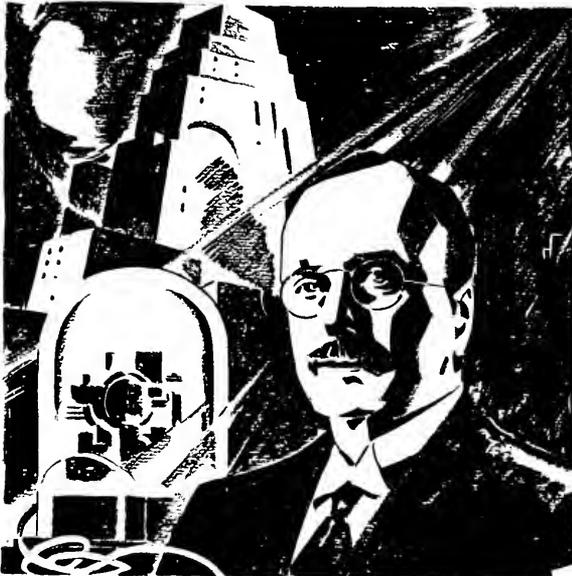


ence, that it is far better to heal a case of financial illness than kill the patient—in many instances.

Ever since the Board was established—and that was fifty-three years ago—the adjustments of all debtors' cases have been handled by the creditors themselves. It is true that the means used to negotiate these matters has consisted and does consist of the splendid and experienced corps of experts comprising the management, adjusters, attorneys and clerks, but in the last analysis, the actual directing and initiative was and is in the hands of the creditors or members of the organization.

This is as it should be, because, certainly the heads of business establishments seeking to collect moneys due from retail customers, have the most at stake. In many instances the retailer threatened with complete loss of his business, has been "nursed" along and his account is an asset to the wholesaler provided the bills are paid. The wholesaler is ever anxious that the retail customer shall prosper. That thought is a mutual one shared by both wholesaler and retailer. So when the members of the Board—the wholesale creditors get together to consider the case of an unfortunate retailer in financial distress, the unanimous opinion of all is that if possible, and the case warrants it, every effort be made to save the debtor customer.

Naturally, if the case at issue is im-



possible financially, and there is not presented any reasonable belief that the debtor can be made solvent, there is only one thing to do. The most favorable adjustment possible must be made and the business of such retailer ceases.

And that means that all of the creditors will stand on an equal footing. None can take any advantage and secure a settlement more favorable than the other creditor. That is the right and fair thing for all concerned.

Persons not thoroughly familiar with the methods and practices of the Board of Trade, do not, perhaps, understand that the adjustment of any debtor's case is fully and completely in the hands of the creditors themselves.

Obviously then, if a case coming up for adjustment is not efficiently and adequately handled, the blame attaches only to the committee and in turn to the creditors to whom the retailer owes overdue accounts. At these committee meetings every creditor has the privilege of "speaking his mind." Important and non-important details are brought to light. Every effort is made to secure all information possible. The opinion of each creditor is sought, and when the complete picture has been developed, action is taken.

As this is all well understood by the wholesale firms comprising the membership of the Board of Trade, it is generally the practice of the member-firms when sending a representative to attend a creditors' meeting, to choose the most efficient man possible.

As soon as a creditors' meeting comes to a decision and places authority in the hands of a special committee comprising but a few, the carrying out of the plan of adjustment lays largely in the hands of the paid personnel of the organization. But from time to time the special committee meets and checks upon progress. If necessary the creditors' committee may meet many times, and after receiving further information, has the duty of again instructing what it desires done.

This arrangement has worked out to such advantage that during the fifty-three years of its existence the Board of Trade has not only proved a tremendous aid to the wholesalers of San Francisco in recovering from debtors a greater percentage of overdue accounts than could have resulted if there had been no such organization and individual action had been taken by creditors, but moreover, many retailers are now in business and prospering, who would otherwise have been forced out of business.

However, it has been proved conclusively, that effective, efficient and satisfactory administration of the affairs of the Board of Trade and the adjusting of the numerous cases handled, is exactly as efficient, effective and satisfactory as are the adjusting committees.

And that means that any and all of the success attained by the organization for more than a half century is due to the high type of San Francisco business and

*Feather River Canyon*  
(Stopovers at The Feather River Inn)  
*Salt Lake City*  
*The Royal Gorge*



**MOUNTAIN  
SCENERY**  
*on your way*  
**EAST**

# WESTERN PACIFIC

**N**EW SCENES all the way! Western Pacific is the direct route to Salt Lake City with the famous Feather River Canyon on your way and the most renowned scenic spots of Colorado on beyond.

Direct service without change of cars to Chicago, Kansas City and St. Louis. *Scenic Limited* leaves San Francisco (Ferry Building) at 10:00 a.m.; *Pacific Express* at 8:00 p.m.

*The*  
**FEATHER RIVER**  
*Route*



Get booklets, information and reservations at:  
WESTERN PACIFIC TICKET OFFICE  
654 Market Street (across from the Palace)  
Also Ferry Building - San Francisco.  
Phone SUtter1651

[continued on page 25]

## What of Australia?

(continued from page 19)

industry and keep the money at home, and at the same time encourage the utilization of many of its vast possibilities that are yet untouched, and are so patent to any discerning American visitor. When nature favors with a good season or two, as surely will occur as in the past, these times of scarce money will be regarded as merely another of those cycles, succeeded by a cycle of prosperity, which merely goes to make up life and

experience of a young nation. Meantime to rectify the situation the government has also taken three other economically wise, necessary and sound measures in accord with the best business practice—shipped gold to meet part of its obligations, raised the income tax, and sold internal bonds. We have it further on the assurance of a well-known Los Angeles banker, that without a doubt, Australia is sound and could more than meet all its obligations were it to ship all the gold in its banks to London, but to do this would tend to destroy the stability of its banks, which is not desirable inasmuch as a readjustment can be made within a reasonable time without resource to such measures. I per-

sonally believe that it is much nearer than is at present indicated.

It is readily understood that concern is felt by the Foreign Traders at the curtailment of a growing market for United States products when we realize that exports from here to Australia, have amounted to as high as 205,000,000 worth in dollars in one year. In the financial year ended June last, the value of exports to that Commonwealth, from United States was \$176,559,900; while in the same period the imports into the United States from Australia were valued at \$29,158,970. As I told the Foreign Trade Club in August last, that it was hardly a fair sporting balance, and one that it would be wise to give consideration in view of the future, when there would be no need for an emergency tariff on that end. In the same financial year the total value of imports into Australia from overseas was \$718,140,165, and the total value of exports from Australia overseas was \$725,900,875. We might well get wise to the possibilities of a better understanding and a closer cooperation with Australia.

Just a word as to discussions I have recently heard as to the business situation here. It is true, the late World War speeded up production in all the essentials of life, as was needed at that time, methods were improved for vast output of supplies, the keenest minds of the nation were engaged in this matter, machines took the place of man power, many of whom were otherwise engaged at the front. The end of the war found production at its greatest maximum of efficiency, stocks increased beyond all comparison previously. This was the situation generally in most countries and decidedly so in the United States of America. While some of the authorities claim the trouble is under-consumption, rather than over-production, nevertheless the fact remains that production is greater than the consumption. Naturally the situation in Australia will make this fact the more pronounced, as many of our products are affected by the restriction and prohibition clauses.

That those concerned may know, and realize a few of the facts that compelled the need of the apparent drastic economic action of the Commonwealth Government, and to show that my diagnosis of the situation is sound, and the prognosis is based on reasonable conclusions, let us glance over some of the expenditures of vast amounts of money on works (by State or Commonwealth) which at present are practically non-productive, or so to a title of their extent, but which nevertheless constitute a valuable asset to Australia as a whole, bearing in mind that the national income depends upon the efficiency with which the natural resources are developed. Let us first visualize the fact that Australia has an area of 2,974,581 square miles, and having a population of just 6,500,000 people. That a "White Australia" is a vital policy in Australian life, and based upon practical experience. It is the settled

## FIRST CLASS ROUND THE WORLD

AS LOW AS \$1110

HOME TOWN  
TO HOME TOWN

On the famous President Liners you enjoy all the freedom, all the luxury of a cruise on a private yacht.

Stop over where you please within the two-year limit of your ticket . . . visit Japan, China, the East Indies at your leisure, glimpse the fascinating, far-off corners of the world, and then—continue your travels on another President Liner as you would on another train.

And this acme of travel experience—with comfort, accommodations, service second to none—is yours for as little as \$1110! Spacious cabins with real beds, delicious meals, and an unforgettable trip Round the World in 85 days, or two years, as you like.



Complete information from any steamship or tourist agent.

## DOLLAR STEAMSHIP LINES

Robert Dollar Building, San Francisco. Phone DAvenport 6000.  
406 Thirteenth Street, Oakland. Phone HOlliday 8020



### INFORMATION SAILING S

You may start from New York, Boston, Los Angeles or San Francisco. Every week a palatial President Liner sails from Los Angeles and San Francisco—via the Sunshine Belt—for Honolulu, Japan, China, Manila and thence fortnightly to Malaya—Java nearby—Ceylon, (India overnight by Pullman). Egypt, Italy, France, New York.

Every two weeks a President Liner sails from Boston and New York for Havana, Panama, California, thence Round the World.

All staterooms are amidships, outside, with real beds. De luxe liners, luxurious public apartments, outdoor swimming pool, world-famed cuisine. First Class only, Round the World, as low as \$1110, Home Town to Home Town; with private bath \$1370.



# Charter Revision

[continued from page 15]

Under the policies established by the committee, a charter amendment or amendments to be drafted on the basis of its studies would be restricted to improvements in our governmental organization and procedure.

The "tentative chart" accompanying this article indicates the lines along which the study of the Citizens Committee is proceeding. This was proposed by the Research Committee, of which Robert

M. Searls is chairman, and coupled with a lengthy report which accompanied the chart, is furnishing the basis for discussion and decisions by the whole committee.

Conclusions of the Citizens Committee to date would restrict elective officers to those of mayor, assessor, district attorney and board of supervisors. Superior and municipal court judges also would continue as elective and the present method of selecting the school board—appointment by the mayor and ratification by the voters—is left unchanged.

The committee's proposal that many of the administrative offices, now elective, be made appointive, will materially shorten the ballot. Coupled with such

proposal is the intention to "blanket in" as appointees the incumbents in these offices.

The committee has reached no conclusion as yet as to the number of supervisors to be proposed, although a smaller number than the present eighteen has been recommended.

Under the committee's conclusions, the mayor would be the presiding officer of the Board of Supervisors, would appoint members of the Civil Service and City Planning Commissions and part of the membership of the Pension Commission, would nominate the city manager and members of the War Memorial Board subject to confirmation by the supervisors, would have the veto power, would serve also as the ceremonial head of the city and would be paid a salary of \$10,000 per year. Decisions have not been reached relative to other boards and commissions, which, if organized as shown by the chart, would increase the mayor's appointive powers.

Under tentative proposals not as yet decided upon, the City Planning Commission would take over quasi-judicial functions relative to public improvements, special assessments, etc., or a separate board would be established for this purpose; also administration of the city's three pension funds, now separate, would be vested in one pension commission.

The city manager would be the administrative head, appointive by the Board of Supervisors and holding office at the pleasure of the board. His powers and duties would be restricted to those of an administrator and adviser, and to carrying out programs and policies formally adopted by the supervisors. He would have the power of appointment and removal of his department heads; below those, the personnel would be subject to Civil Service procedure. He would be responsible for coordinating and formulating an annual budget of all proposed expenditures by the departments under his control. After approval of the budget by the Board of Supervisors, he would have the responsibility of carrying out the detailed program established by such budget.

The Citizens Committee has not as yet completed its studies and reached its conclusions as to what administrative functions should be placed under the manager and how these should be organized into departments. As tentatively proposed these are as follows:

An assistant city manager who would also function as "budget coordinator."

The office of city attorney would be established as a department of law, and the functions of public administrator would be added to the department.

The several financial offices, together with other offices where the character of the work is primarily clerical or record keeping, would be

## All for One— One for All

*San Francisco* is the second largest insurance center in the United States. Standard stock fire insurance companies, members of the Board of Fire Underwriters of the Pacific, realize that their interests are especially bound up with those of San Francisco, since they have an immense stake here, in their property holdings, their investments, their bank deposits, the size of their payrolls, and the risks they have undertaken.

To the incoming officers and directors of the Chamber of Commerce, these Board fire insurance companies renew their pledges of co-operation. Whatever will help this community, its people, its commerce, its civic administration, will have the active support of this Board and its membership.

### **Board of Fire Underwriters of the Pacific**

MERCHANTS EXCHANGE BUILDING  
SAN FRANCISCO



# *The* SAN MATEO-HAYWARD BRIDGE

SAFE—EASY—NO CONGESTION  
*(The Fastest Route to the San Joaquin)*

VISIT THE YOSEMITE, GENERAL GRANT AND SEQUOIA NATIONAL PARKS, MARIPOSA BIG TREES, KINGS CANYON, MT. WHITNEY, HUNTINGTON LAKE AND OTHER SIERRA RESORTS.



*Special Reduced Round Trip Rates*

**S. F. BAY TOLL BRIDGE CO.**  
SAN MATEO

## A TRAIL BLAZER *for* SAN FRANCISCO BUSINESS

[continued from page 9]

firms too late in the day to do them any good. Take bank checks, for instance. Late delivery, due to an iron-bound train schedule, compelled them to hold checks until the following day, because the Clearing House closes at 11:45 in the morning. Now, with hundreds of thou-

sands of eastern checks reaching our local business concerns, you can guess what enormous sums of money were sacrificed due to the loss of a single day's interest on bank collections.

"And very often merchandise shipments to eastern centers had to be held up at least one day, not merely because of the delay in receiving the orders, but because of the delays in clearing checks received in payment for such merchandise.

"To effect the change in train schedule it was necessary to pursue a systematic campaign of propaganda. We solicited and secured the cooperation of the business interests as well as of the postal authorities in Oakland and Berkeley, who naturally would be similarly affected by a change in the scheduled run of the famous Overland mail train.

"But when we finally approached the railroad officials we met our greatest difficulty. Train schedules are not changed overnight, just because a certain community desired the change. Furthermore, the change would affect many communities in the east and in the middle west, and would play havoc with train connections.

"We conceived an idea. If the change in schedule would assure early mail delivery in San Francisco, then surely the eastern cities and the communities in the middle west ought to benefit likewise. There was no doubt that we could get the active support of these eastern cities if we thought fit to solicit it. The railroad

officials conceded the point, and it is significant to note that an idea conceived to benefit San Francisco and its business interests has also favorably affected communities separated from it by thousands of miles.

"To assure San Francisco of early morning mail delivery we have had to introduce various other efficiency measures, of which the handling of the Overland mail is only one outstanding example. I wish particularly to call attention to our practice of case-sorting incoming mail by names of firms instead of, as is generally done, by carrier districts. This idea, developed at the suggestion of one of our men, has saved us at least one hour in the handling of incoming mail.

"We first experimented with a list of 150 local firms who usually receive a great deal of mail matter. We found that by placing their mail in these boxes, each of which was designated with the name of the firm, we could reduce the clerical routine of the mail carriers, enabling them to go out on their routes earlier than usual. A number of men do nothing else but classify and prepare this mail for the letter carriers. Within a month we had 1300 firm boxes, and the number will be increased as soon as practicable.

"All of the mail received on night and early morning trains is distributed by carriers throughout the business district before nine o'clock in the morning, so as to receive the attention of business executives without any delay whatsoever.

[continued on page 32]

## Rent a Car

Drive it  
yourself

1930 BUICK, PONTIAC  
CHEVROLET

The Lowest Rates

Stations: San Diego to Seattle

**HERTZ**  
DRIV-UR-SELF  
**STATIONS**

The World's Largest  
Automobile Rental Company

Telephone  
PRospect 1000



THIS TRADEMARK is your protection

*Your customers*  
recognize it as denoting the  
highest type of container.  
Fibreboard Super-Test Ship-  
ping Cases have 6 outstand-  
ing points of superiority.



## FIBREBOARD PRODUCTS INC.

Russ Building, SAN FRANCISCO

### Mill and Factories:

Stockton	San Francisco	Antioch	Vernon
Los Angeles	Southgate	Port Angeles	Sumner
Philadelphia	Port Townsend	Honolulu	Kahului

### Sales Offices:

SAN FRANCISCO	CHICAGO	LOS ANGELES
PORTLAND	SEATTLE	PHILADELPHIA
OAKLAND	SALT LAKE CITY	

# What of Australia?

[continued from page 24]

purpose of the Commonwealth Government to preserve that continent for the white man. We then can get a better appreciation of what Australia is doing, and accomplished with a great virgin territory, and a small population.

The total expenditure of the Commonwealth from loans and revenue for the last financial year was no less than \$580,056,815. It had been felt by political and financial authorities for some time that the economic policy then existing should be investigated and readjusted. The appointment of a British Economic Mission in 1928 was the result, nominated by His Majesty's Government in Great Britain at the request of His Majesty's Government in the Commonwealth of Australia. Its purpose was "To confer with the Commonwealth and State Governments, with the Development and Migration Commission and the leaders of industry and commerce in Australia on the development of Australian resources and on any other matters of mutual economic interest to Great Britain and the Commonwealth, which may tend to the promotion of trade between the two countries, and the increase of settlement in Australia." The Development and Migration Commission had been in operation for some years. An Informal Tariff Committee had also been appointed. But none of the three investigating bodies, as above mentioned, took the view that the Australian economic policy was fundamentally unsound. On the contrary, they found it to be based upon a proper desire to promote economic development, and to accommodate as large a population as the resources would permit. There was a general agreement, however, among the experts that greater caution should be observed in future in applying stimulants to development.

This was the situation the new government under Prime Minister Scullin had to face, and the trend of circumstances that has led to the Emergency Tax, 50 per cent supertax on luxury imports, and the imports of some luxuries are absolutely forbidden under the new restriction.

At the time of this writing, the Australian Federal Treasurer is reported to have stated in a recent speech that the country's annual buying power has been reduced \$250,000,000 and that loans in the near future will be restricted to the financing of current overseas obligations.

It will be of interest to relate some of the developments that Australia has undertaken and which calls for an increase, as well as a greater efficiency of industry both primary and secondary so that the present national income may be increased.

As an example of heavy loan expenditure, we may cite the Murrumbidgee irrigation Scheme in New South Wales,

the Burrinjuck Dam, 247 feet high, 765 feet length on crest, with a capacity of 771,641 acre-feet, or 33,612,671,000 cubic feet, which provides irrigation in a section where rainfall is inadequate, had a capital expenditure of over \$49,000,000 incurred to 30th of June, 1927. The total production of the area under cultivation for the year ending same date was valued at \$4,420,000, it is expected that ultimately it will be \$15,000,000 annually.

The Murray River Scheme which will enable settlement of a vast area, which has hitherto been subject to floods, and is an immense undertaking, and with the Hume Reservoir when completed will have a capacity of 2,000,000 acre-feet, has already to 30th of June, 1928, had an

expenditure of over \$30,000,000, and it is estimated that a further amount of \$20,000,000 will be required to complete the Hume Reservoir.

The Economic Commission further cites that expenditures from the loan funds up to 30th of June, 1928, on group settlement in Western Australia amounted to \$28,000,000. These figures of capital expenditure are exclusive in all cases of the amounts advanced to persons served by the schemes referred to.

On Closer Settlement in all States over \$61,000,000 had been advanced as at the 30th of June, 1927, of which nearly \$43,000,000 was then outstanding. On Soldier Settlement, of which, however, it is fair

[continued on page 34]



## FIREMAN'S FUND INSURANCE COMPANY

Head Office : San Francisco

J. B. LEVISON, *President*

Paid up Capital	- - - - -	\$ 7,500,000
Policy Holders Surplus	- - - - -	\$20,000,000
Unearned Premium Reserve	- - - - -	\$15,000,000
Total Assets	- - - - -	\$40,000,000

### Directors

- Frank B. Anderson, *Chairman, Board of Directors, Bank of California*
- Edward T. Cairns, *Vice-President, Fireman's Fund Insurance Company*
- Wm. J. Dutton, *Retired*
- Edward L. Eyre, *President, Edward L. Eyre & Co.*
- Mortimer Fleishhacker, *President, Anglo-California Trust Company*
- A. P. Gianinni, *Chairman, Advisory Board Transamerica Corporation*
- J. B. Levison, *President, Fireman's Fund Insurance Company*
- Charles R. Page, *Vice-President, Fireman's Fund Insurance Company*
- Henry Rosenfeld, *President, John Rosenfeld's Sons*
- F. W. Van Sicklen, *President, Dodge, Sweeney & Company*
- Franklin A. Zane, *Vice-President, North American Investment Company*

## FIRE, AUTOMOBILE and MARINE INSURANCE

## CALIFORNIA RODEOS

[continued from page 14]

team over an automobile at Salinas one year, is also scheduled to appear, and among the other headliners will be Perry Ivory of Alturas, California, and "Smoky" Snyder of Canada.

The cowboys have nothing on the girls, for Donna Cowan, sister of the famous Norman, has entered her name on the roster and can be seen daily exercising her snappy little Palomino on the streets of Salinas. Her horse has a cream-colored mane and tail and prances around

like Pavlowa. Last year she was the trick riding winner at the Cheyenne and Pendleton celebrations and was relay champion as well.

Kathleen Silacci, born to the saddle, and a member of one of Monterey's pioneer families, will also be seen in action. Vera McGinnis, Rose Smith and a score of other flowerers of the plains, have moved in on Salinas with their favorite horses, ready for the opening of the rodeo.

Some of the most famous horses in the world, many of them from the Dwight Murphy Rancho of Santa Barbara, have been shipped from southern California and are in their corrals at Salinas. Of Palomino breed, they include "El Capi-

tan," "Del Rey," "Te Jano" and "Fernando."

An added feature of this year's program will be the California Stock Show, to be held in conjunction with the rodeo. Some of the best beef and dairy cattle in the state will be on exhibition.

Keen competition is being developed between California communities in the "Sweetheart of the Rodeo" contest, to be decided the opening day. More than 25 cities and counties have entered candidates. The "Sweetheart" will be chosen for her personality, accomplishments, popularity in her community, and fine outdoor healthful appearance and ability as a horsewoman. The winner will reign over the rodeo during the Big Week celebration and will present trophies to winners of events on the last day of the festivities. Besides being given a horse to ride during the days of the rodeo, she will be presented with numerous gifts and a check for \$100.

There will be ten races every day, with a special race on Thursday, July 17. Abe Lefton, former movie cowboy of Hollywood, will be the announcer and there will also be radio stars from many California broadcasting stations in attendance.

The first day of the round-up will be dedicated to Monterey County. Santa Cruz, Santa Clara, Santa Barbara and San Luis Obispo will share honors on July 17 and Los Angeles and southern California will be honored July 18. San Francisco County and the bay district will have their day on Saturday, July 19, with Sunday, July 20, open to all.

The "Colmado del Rodeo," which takes place on the night of Saturday, July 19, is the most novel event on the schedule of merry-making. A mammoth street parade, participated in by approximately 1000 cowboys and cowgirls dressed in their gayest colors, opens the event. Brass bands from all parts of the state will furnish music. Then follows street dancing, serpentine battles and a program of entertainment typical of the romantic days of early California. The festivities keep up until the break of day for "no one sleeps in Monterey County on Colmado night." It is a gala 24 hours.

The annual Big Week celebration is held under the auspices of the Rodeo Association of America, of which Maxwell McNutt of San Francisco is president, and Fred McCargar of Salinas, is secretary.

### PROPOSED CLASS RATE ADJUSTMENT

Carriers application for readjustment of class rates between points on S. P. Co. Coast Division (Gomph's App. No. 16637 and reopened San Pedro C. of C. Case No. 2602), which will result in numerous increases as well as decreases, has been set for hearing at Los Angeles. Examiner Geary, September 16, 1930. A later hearing will be held at San Francisco.

Copy of application is on file in Transportation Department, where full particulars may be obtained.

When young people play hard...

hot water...instantly,  
is a blessing!

*Saves 4 to 6 hours each week*

Happy days for the young people mean additional cares for mothers.

But plenty of hot water at the turn of the faucet washes away the trouble. Throughout the year too, it saves your time—by giving you hot water without delay, by quickly dissolving dirt and grease, by making it easy to keep things sweet and fragrant.

When men stop at fine hotels they like the hot water at a turn of the faucet—for bathing and shaving. It's this same service that is brought to your home by Automatic Gas Water Heater. Because of its insulated tank and efficiency, the cost is less per gallon to heat water with an Automatic Gas Water Heater than with the old-fashioned methods of waiting for water to heat.

And once you install the excellent service, there's never any bother about having an abundant supply of hot water—day and night.

*Come into our office or a dealer's store and see the modern heaters. Or just telephone and our representative will call.*

PACIFIC GAS AND ELECTRIC COMPANY

**P·G·and·E·**

Owned · Operated · Managed  
by Californians ·

# INDUSTRIAL Development

Reported by the Industrial Department  
San Francisco Chamber of Commerce

## NEW INDUSTRIES

MacGREGOR & INGRAM, INC., LTD., was organized some months ago, and has established recording laboratories at 865 Mission Street, where two floors are occupied. Concern manufactures phonograph records for distribution to radio broadcasting firms. An investment of approximately \$40,000 was made in equipment for cutting wax, etc., for the records, and company has eleven employees. These records are widely distributed to radio stations throughout the United States, Canada and Australia.

## EXPANSIONS

CALIFORNIA SUPPLY COMPANY, manufacturer of catsup, mincemeat, pickles, etc., with factory at Mountain View, California, and headquarters and main distributing headquarters in San Francisco at 738 Folsom Street, is constructing a three-story brick building on the northwest corner of Seventh and Brannan streets. Structure will contain approximately 52,800 square feet and represents a large investment. Floor space will be doubled by removal to the new building. Products of this concern are widely distributed over the United States and to foreign countries.

A two-story concrete factory and office building is being erected at Harrison and First streets for DALMO MANUFACTURING COMPANY, now located at 449 Bryant Street, manufacturer of electric fixtures and appliances, dies and tools, mechanical beauty parlor equipment, metal stamping, etc., which will be completed and occupied by September 15. Quite an investment is represented in new equipment to be installed. Manufacturing facilities will be increased 100 per cent, and the new building will contain three times the floor space now occupied.

PACIFIC BONE COAL & FERTILIZER COMPANY, manufacturer of fertilizers, bone meal, glue, poultry feed, etc., has commenced the construction of a six-story glue plant at San Bruno and Bay Shore avenues. Building will be completed about September 1, and will represent an investment, in building and equipment, of a quarter of a million dollars. The capacity for production of glue in the new building will be four times the present output.

A one-story and mezzanine addition has been made by the FOLSOM STREET IRON WORKS to its building at Seventeenth and Missouri streets, in order to give more warehouse and garage space.

This company manufactures ornamental iron products, elevator enclosures, fences and gates, fire escapes, etc.

## NEWS NOTE

Five hundred steel car underframes with accessories are being made by the WESTERN PIPE AND STEEL COMPANY with offices at 444 Market Street, and plant at South San Francisco, for the Pacific Fruit Express Company. This is a new field for this manufacturer, and it has been stated that this is the first time the product has been made in California.

# THE REWARD OF GREAT MERIT

The motorists of America, now driving 700,000 more Buicks than any other of the fifteen makes of cars in its field, have bestowed upon Buick rewards of confidence and preference not accorded any other fine automobile in the world.

More than twice as many people have purchased Buicks as any other automobile priced above \$1200. In fact, during the recent twelve months, America has so increased this favor that Buick has won from 30 to 50 per cent of the combined sales of the fifteen makes of cars in its price class. And, what to Buick is the most pleasing and proudfest fact of all, more than four out of every five—eighty-eight per cent of all Buick owners—return to buy Buicks again and again.

With Buick standards of quality and with public preference for Buick at the highest point in all Buick history, the builders of this car look confidently forward to manufacturing achievements and, we believe, to country-wide favor far surpassing even the fine leadership that belongs to Buick today.

The rewards of merit so abundantly bestowed upon Buick shall ever serve as an inspiration to its builders to merit even greater rewards in the years ahead.

2 to 1

Two people have purchased Buicks, year after year, for every one buyer of any other automobile priced above \$1200.

More than four out of every five—88 per cent of the great army of 1,500,000 Buick owners—buy Buicks again and again.

4 out of 5

700,000

There are 700,000 more people driving Buicks than any other of the fifteen makes of automobiles in Buick's price class.

Month after month, today's Buick has won from 30 to 50 per cent of the combined sales of the fifteen makes in its price class.

30% to 50%

Women, in every section of America, purchase more than twice as many Buicks as any other car priced above \$1200

Women, in every section of America, purchase more than twice as many Buicks as any other car priced above \$1200



Buick owners alone purchase more Buicks than the total annual production of any other car priced above \$1200

Buick owners alone purchase more Buicks than the total annual production of any other car priced above \$1200

The FINK & SCHINDLER CO  
228 13th Street  
Phone MArket 0479  
CABINET WORK  
COMPLETE INSTALLATIONS  
STORE BANK & OFFICE  
FIXTURES  
HARDWOOD INTERIORS  
SINCE '82

HOWARD AUTOMOBILE COMPANY  
San Francisco, Los Angeles, Oakland, Seattle

WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM

## A TRAIL BLAZER for SAN FRANCISCO BUSINESS

[continued from page 28]

"Many of us do not know that the parcel post pick-up service originated in San Francisco shortly after the fire. We have gradually extended this service because it benefits the businessmen and has proven a real economy to post-office operation.

"Several years ago the local post officials received so many demands for the extension of the pick-up service that they communicated the matter to the higher

officials in Washington. Much to their surprise, a summary order came back from Washington to discontinue this service, as it was not provided in the regulations and was unheard of elsewhere. It was feared that the continuance of the service would establish a precedence for other communities, who would therefore request it. The surprising part of it was that although the pick-up service had been in operation in San Francisco for many years, this was the first time that Washington was aware of its existence.

"No sooner was the service discontinued, out of respect to the order from headquarters, when scores of telegrams reached Washington clamoring for its re-establishment. These had been sent by

local business establishments who had experienced its benefits. So strong was their insistence that the pick-up service was reestablished, and to this day the business houses of San Francisco are receiving its benefits.

"When I was invited to make a talk on this subject before the association of postmasters I prepared myself by gathering the facts of the situation. During one month, the investigation revealed, our pick-up service handled some 360,000 parcels, which was 20 per cent of the total. The actual cost to us was little less than a cent per package. At that the service proved a real economy to the post office administration.

"First of all, the service was being rendered by the regular trucks engaged in parcel delivery and was performed by them on the return trips to the depot. As the pick-up schedule closed at 4:30 in the afternoon, business houses were compelled to mail early, which was of considerable advantage, as it was possible to handle the bulk with the regular clerical force, whereas belated mailing of

## 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."

*The following firms merit your patronage:*

### BAILEY AND MACKENZIE

255 California Street  
DA venport 7539

### BROTHERTON, THOMAS & CO.

155 Sansome Street  
DA venport 3939

### BULLOCK, KELLOGG & MITCHELL

1018 Russ Building  
KE arny 0465

### CERF & COOPER

519 California Street  
DA venport 1131

### WALTER H. GRAMER

268 Market Street  
SU tter 2588

### DAWSON & RILEY

Hearst Building  
SU tter 5175

### HASKINS & SELLS

Crocker Building  
DO uglas 3480

### HICKLIN AND REDMOND

941 Russ Building  
SU tter 2085

### LESTER HERRICK & HERRICK

Merchants Exchange Building  
KE arny 0844

### HOOD & STRONG

425 Standard Oil Building  
SU tter 0793

### HOWARD KROEHL & CO.

1010 Balboa Building  
SU tter 3296

### H. S. PATTERSON

Mills Building  
KE arny 2395

### CHAS. H. PETERSEN & CO.

Claus Spreckels Building  
703 Market Street  
SU tter 3848

### SAMUEL F. RAGINE & CO.

H. F. Baker, C. P. A., Mgr.  
525 Market Street  
GA rfield 5228

### ROBINSON, NOWELL & CO.

Crocker Building  
DO uglas 1868

### RUCKSTELL & LAND

703 Market Street  
Claus Spreckels Building  
KE arny 6010

### SKINNER & HAMMOND

Hunter-Dulin Building  
DO uglas 6897

**WHY  
FEATURE  
PERSONALITY?**

The alert radio advertiser banks on the personality of his entertainers to attract listeners to his programs . . . and so to his product.

In the "visual" advertising field it is the personality of the display piece that focuses attention and interest on the merchandise.

Such personality accounts for the success of a thousand and one Schmidt-Lithographed messages! . . . . .

**SCHMIDT  
LITHOGRAPH CO.**  
LOS ANGELES - FRESNO - OAKLAND - SACRAMENTO  
SEATTLE - PORTLAND - DALLAS - HONOLULU  
**SAN FRANCISCO**



# Do you know about the TELEPHONE TYPEWRITER?

An interesting new mechanism has come to the aid of modern business.

A typist at one point writes letters, orders, reports or other business information. Simultaneously, in many distant places, similar typewriters record exactly what she writes.

Faster than any other form of transmission of business information, this may mean a great deal to your business.

We shall be pleased to tell you more about it.

**THE PACIFIC TELEPHONE  
AND TELEGRAPH COMPANY**

parcels often necessitates the employment of extra nights clerks at a wage differential of 10 per cent. The biggest advantage, however, is to the businessmen themselves, for the early mailing of parcels assured prompt dispatch the very same day. The worst evil we have had to contend is the general tendency to mail matter at the close of the working day, which imposes a heavy strain on the postal forces and causes unnecessary delays. Under the circumstances it is often necessary to hold parcels at least one day before they can be dispatched, thus imposing a burden on all concerned, and actually resulting in money losses.

"The evil of last-minute mailing was vividly impressed on us when we made a survey of the situation. We found that 75 per cent of the letters and other pieces of mail were deposited in boxes between 4:30 and 6 o'clock in the afternoon, while only 15 per cent were deposited before that time. I called attention to these figures in an address to members of the Chamber of Commerce, and many of those who attended the luncheon were amazed that such a condition should prevail. The following day I received word from the official of a railroad that he had issued orders to his executives requesting more frequent mailings. It occurred to me that if other executives would pursue the same policy the dispatch and delivery of mail would be greatly improved.

"To that end we started a systematic campaign of propaganda, and I am glad to say that it was fruitful. A number of station examiners were organized into a force of missionaries to carry the message to the principal mailers of San Francisco. As a direct result about 35 per cent of the outgoing mail is now being handled before 4:30 in the afternoon, and this will be improved just as soon as the business men of San Francisco will back us up with unanimous support.

"We have made every improvement to assure early delivery of mail, but there are certain factors beyond our control which prevents us from rendering a service that is 100 per cent perfect. These factors are in control of the public. San Francisco business should look upon the post office as part of itself rather than as an outside organization. If it will cultivate that attitude and agree to stand behind us with every possible cooperation which it would ordinarily render its own organization we will have a condition that is most ideal and most conducive to the welfare and growth of San Francisco."

### SPECIAL NOTICE

Through the courtesy of the Canadian Government Trade Commissioner, Mr. H. R. Poussette, the Foreign Trade Department has received the following reference books:

Heaton's Handbook of Canada, 1930.  
Canada, 1930, A Handbook of Present Conditions and Recent Progress in the Dominion.

Members of the Chamber are cordially invited to make use of these publications as well as others in the Department's library.

**ONLY  
ONE CRUISE  
to  
these strange  
Pacific Lands!**



*Wedding Procession (Hati)*

## The GREAT MALOLO noses into 19 ports in 12 far countries

All around the Pacific — in one luxurious cruise! The 23,000-ton Malolo now offers you this rare trip to nineteen strange ports where breath-taking sights and adventures await you.



You'll reach Macassar in Celebes when orchids are blooming and the soft tropical springtime fills the streets with mystic pagan festivals.

You'll stop in fantastic Bangkok to see Siam's famed Temple of the Emerald Buddha. In Singapore, the Sultan of Johore will open his palace to you.

You'll visit 12 countries and make shore excursions by ricksha, sedan chair and automobile. You'll return home understanding world events in the Pacific far better than friends who have never traveled off the beaten path of tourists.

### Get the complete itinerary

Your cruise ship, fastest and finest liner on the Pacific, sails from San Francisco September 29 to reach Japan in chrysanthemum time. You return home by Australia and Samoa, landing in San Francisco December 19. Inclusive fares \$1500 to \$6500. As membership is limited, ask today for folders at Matson Line, American Express Co. or your travel agency. Address Dept. F-3-7.

## MATSON LINE

AMERICAN EXPRESS CO.

*in cooperation*

MATSON LINE

215 Market St. DAVENPORT 2300

# What of Australia?

[continued from page 29]

to remember that a main motive was the discharge of a debt of honor to the returned soldiers, over \$227,500,000 had been advanced, of which just over \$180,000,000 was then outstanding.

The history of the pioneering experiences of this ambitious young country, would fill many volumes. Her patriotism will be realized when I state that in 1914 Australia flung the full cream of her manhood into the war, to defend such ideals of freedom as she was building

into her own life. She fully equipped, and maintained and sent 350,000 men to the battlefields of Egypt, Gallipoli, Palestine, and France. She convoyed her own troopships across the Pacific Zone. One out of six of those men never returned.

The amount of the Commonwealth war debt, including interest, pensions, repatriation, and certain soldier settlement expenditure, stands at \$1,439,088,725. The total expenditure for war purposes was \$158,791,150. Australia is building a Federal Capital City on a choice site in the bush in New South Wales, 204 miles from Sydney. It has already cost over \$60,000,000. Sydney has just about completed building a city underground railway costing about \$50,000,000. The largest arch bridge in the world is approaching completion in Sydney, across a portion of the harbor, 1600 feet span, and 170 feet head room at high tide, costing about \$25,000,000. It will carry rail, vehicle, and pedestrian traffic, four lines of electric railway, six lines of vehicular traffic and two footways. It will be 3770 feet long, and weigh 50,200 tons.

Australia has 27,000 miles of railway, government owned and operated. The car lines, as well as the telegraph system are also operated by the government.

Australia began to pay old-age pensions on July 1, 1909, and invalid pensions on December 15, 1910. The total amounts paid to date on these accounts are—old age and invalid pensions \$492,429,180. The Maternity Allowance Act came into force on October 10, 1910, and has paid allowances, of \$25 each, \$55,518,190. Up to date the total war pensions paid have been \$404,518,760.

These are but a few of the worthwhile things that wonderful country across the Pacific is doing in building a great nation on the one continent of the earth free from any race problem for the unfettered growth to maturity of a new Anglo-Saxon race. We of the West Coast, particularly of California, should be quick to recognize the tremendous opportunities that will inure to both countries by a better understanding and appreciation of their problems, and a practical demonstration of "Hands across the sea." I take off my hat to Australia with the greatest respect.

## RUSSELL, MILLER & CO.

Members

New York Stock Exchange  
New York Curb Exchange



1800 RUSS BUILDING  
San Francisco

Telephone  
DO uglas 7270

Main Office  
50 BROADWAY  
New York

PRIVATE WIRES



## THE SAN FRANCISCO BANK

SAVINGS

COMMERCIAL

INCORPORATED FEBRUARY 10TH, 1868

One of the Oldest Banks in California, the Assets of which have never been increased by mergers or consolidations with other banks.

**Assets over \$131,000,000.00** **Deposits over \$125,000,000.00**  
**Capital, Reserve and Contingent Funds, \$5,600,000.00**

The following accounts stand on the Books at \$1.00 each, viz.:  
Bank Buildings and Lots - (Value over \$1,925,000.00)  
Other Real Estate - - - (Value over \$310,000.00)  
Pension Fund - - - - - (Value over \$690,000.00)

Interest paid on Deposits at  $4\frac{1}{4}$  per cent per annum  
Computed Monthly and Compounded Quarterly

# Charter Revision

[continued from page 26]

grouped in a department of finance and records. This would include the offices of auditor, treasurer, tax collector, county clerk, recorder and registrar of voters. The auditor would have the additional function of auditing accounts of all other city departments, and the Board of Supervisors would contract annually for an outside audit of the auditor's accounts.

The function of purchasing materials, supplies and equipment for all departments of the city would be handled by a department of supplies.

A department would be established under the manager for the purchase and leasing of land for all departments, subject to specific powers relative to such transactions to be vested in the supervisors. This department would also be charged with the keeping of all necessary records of the city's realty holdings and transactions.

The city's field, medical and nursing activities, including clinics and laboratories, and including also all sanitary, health and food inspection

[continued on page 36]

## FREDERIC VINCENT & CO.

SPECIALISTS IN  
BANK SECURITIES

CITY NATIONAL BANK BUILDING  
26 O'FARRELL STREET, SAN FRANCISCO  
[ Offices in Principal Cities on the Pacific Coast ]

Buy a

# SUNDAY PASS

and Ride All Day for

## 20c

Just ask the Conductor



**SAMUEL KAHN**  
President

## South San Francisco Union Stock Yards Co.

*Markets every business day. Livestock  
valued at approximately \$14,000,000  
was handled during the  
year 1929*

work, and vital statistics and other required record-keeping would be established in a Department of Health.

Management of the city's institutions would be centered in a department of welfare, as tentatively pro-

posed. These would include the San Francisco Hospital, Laguna Honda Home, Health Farm (in San Mateo County) and Emergency Hospitals. It is also tentatively proposed that this department include the Public Defender's office, the County Wel-

fare Bureau and perhaps the Juvenile Detention Home.

Although not shown on the accompanying chart, provision will no doubt be made for the appointment of citizen advisory boards to consult with and assist department heads in charge of functions, such as health, welfare and others, where such cooperation is deemed necessary or desirable.

A department of public works, as proposed, would include present public works' activities, except utility operation, and in addition, centralized garage and shops and electrical inspection, operation and construction.

Police and fire department organization, under their respective chiefs, would be unchanged, except for adding the sheriff's office and the administration of the county jails to the police department.

Three personnel boards are proposed—one for fire, one for police and one for the remaining administrative departments—for the purpose of investigating and holding required hearings on complaints, charges and disciplinary actions involving the administrative personnel.

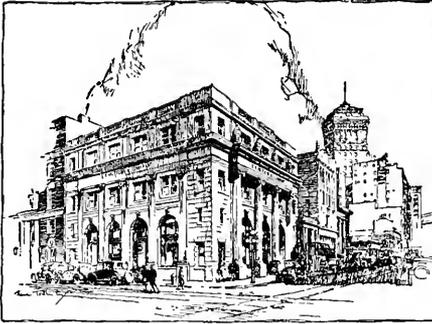
Inasmuch as the committee's proposals contemplate the handling of all police, fire, health, street and other regulatory permits by and through the appropriate administrative departments, a board of permit appeals is proposed for hearing and acting on all protests growing out of the denial of permit applications or the revocation of permits.

These reorganization proposals contemplate that elected or appointed officials, holding office when the charter amendment becomes effective, shall be "blanketed in" to their identical or corresponding positions under the new arrangement.

Coupled with the proposed reorganization are specific proposals for extending and perhaps improving the merit system, or "Civil Service" as it is commonly called, and for establishing improved budget, accounting and fiscal procedures.

The Citizens Committee on Charter Revision is hopeful that the amendment or amendments that will be drafted on the basis of its studies may be submitted to vote of the people at the November election. The general plan has been agreed upon, many of the details have been studied, discussed and decided upon, and the first main section of the proposed amendment has been drafted and submitted to a legal advisory committee of which Lewis F. Byington is chairman, and Col. Allen G. Wright, vice chairman.

If the amendment is submitted to and approved by the voters at the coming November election, San Francisco's governmental affairs can be reorganized and a modern and effective basis of operation installed in January, 1932. The proposals involve a change in method rather than men, under which our city officials and employees and their successors can conduct their several governmental functions more effectively and expeditiously, and to the greater benefit of the citizens served.



HUTTON BUILDING, SAN FRANCISCO

## E. F. HUTTON & CO.

*Members New York Stock Exchange and other principal exchanges*

PRIVATE WIRES COAST TO COAST

NEW YORK                      SAN FRANCISCO                      LOS ANGELES  
61 Broadway and Plaza Hotel    Montgomery and Bush Sts.    643 So. Spring St. and  
545 So. Olive St.

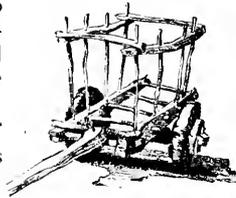
*Other Offices at*

Oakland    San Jose    Del Monte    Hollywood    Pasadena    San Diego    Santa Barbara

## OLD TRAILS...

Characteristic of California's progress is the oxcart of pioneer days compared to the motor car of 1930. Ninety years ago slow moving oxen hauled the overland commerce of California to the nearest port. Today, by highway, by rail, and by water and air, California's products circle the globe.

And as in 1860, the paths of California business are old trails to the Bank of America.



## BANK of AMERICA OF CALIFORNIA

IN SAN FRANCISCO

NORTHERN CALIFORNIA HEADQUARTERS, 631 MARKET ST.

Humboldt Office, 783 Market St.	Donohoe-Kelly Office, 68 Sutter St.
French-American Office, 108 Sutter St.	Hayes Valley Office, 498 Hayes St.
Fugazi Office, 2 Columbus Ave.	Bayview Office, 3rd and Palou.
Bush-Montgomery Office, Mills Bldg.	Oriental Office, 939 Grant Ave.
North Beach Office, 1500 Stockton St.	

BRANCHES THROUGHOUT CALIFORNIA

## Air Bases

[continued from page 16]

began a series of meetings which were to result in an example for this section of the state, or for any other section in the country, to follow for all time.

At the very first meeting this principle was enunciated and adopted without a dissenting vote:

Any community having an air base site to offer free to the United States Government, may make that offer in due and proper form, with the full assistance of the Executive Committee, and may strive in every legitimate way to have that offer accepted. When the Government shall have indicated, however, which of all these offers is the most acceptable, the remaining communities should drop their own respective campaigns and join, with a united front, in securing Government acceptance of the favored site.

Considered casually, this agreement may not seem to be of particular importance. But considered in light of past history it is almost epochal. For perhaps the first time, at least for the first time in many years, the San Francisco Bay communities were united for one common purpose, and pledged themselves in advance that they would not break the faith.

This accomplishment was really the forerunner of other major accomplishments along the same line, notably the formation of the Committee of Forty-Nine to carry on any and all projects of common interest to the bay cities, and the similar campaign, which likewise bids fair to be successful, for the acceptance of the site at Sunnyvale for the Navy's contemplated \$5,000,000 Dirigible Base.

Once the San Francisco Bay Executive Committee on Army Air Base was headed away on the right track, the various communities began perfecting their plans to offer sites free to the Federal Government. San Francisco and Oakland had nothing to offer so that their attitude toward the project was paternalistic throughout.

Alameda offered a fine site at the southern tip of the Estuary. Berkeley offered a large track of submerged land off the Berkeley shores of the bay. Marin County offered the beautiful tract known as Marin Meadows, through negotiations with the California Packing Corporation, owners thereof. San Mateo prepared to give a site on Brewer's Island. Santa Rosa proffered a tract of land. Richmond offered a very fine piece of land adjoining Richmond Harbor, and other communities, including San Leandro, likewise got into line.

Maps were prepared of each site, in many cases aerial photographs were taken, and climatological, meteorological and other data pertinent to aviation were pro-

vided. In this work invaluable assistance was given the Executive Committee as well as the various communities concerned by Lieutenant Colonel Gerald C. Brandt, at that time commandant at Crissy Field, Presidio of San Francisco, and now in command at Mitchell Field, New York. To Colonel Brandt the San Francisco Bay communities owe a debt of everlasting gratitude.

Following the receipt by the War Department of all these maps, with supporting data, a visit to each of the sites, as well as to sites that had been offered by the other Pacific Coast communities, was made by the Honorable F. Trubee Davison, Assistant Secretary of War in

[continued on page 40]

## Courage in Business

All modern industrial and mercantile expansion depends upon *Courage*. It explains progress. It determines the limits of individual success. It is the physical expression of confidence and belief.

Business moves forward only so far as it is led by men with the vision of new conditions, new ideas, new forces, new methods—and *the courage to put them through*.

Companies lacking this leadership are left behind after every period of inflation. Courage is not governed by conditions; it controls conditions. It not only recognizes, but *corrects*, weak organization, backwardness, inefficiency.

Courage is inspired by knowledge. Knowledge dispels fear. Exact knowledge of one's business comes from the analysis of facts incident to sound planning, and from the frequent comparison of operating results with a well-made Budget. Weaknesses and wastes are made apparent, and knowledge of better ways, *with courage*, eliminates them.

## ERNST & ERNST

CERTIFIED PUBLIC ACCOUNTANTS  
914-925 RUSS BUILDING, SAN FRANCISCO  
F. A. LINDEN, C. P. A., CALIF., RESIDENT PARTNER

AKRON	DALLAS	INDIANAPOLIS	NEW YORK	SAN FRANCISCO
ATLANTA	DAVENPORT	JACKSON, MISS.	OMAHA	SEATTLE
BALTIMORE	DAYTON	KALAWAZOO	PHILADELPHIA	TAMPA
BIRMINGHAM	DENVER	KANSAS CITY	PITTSBURGH	TOLEDO
BOSTON	DETROIT	LOS ANGELES	PORTLAND, ME.	TULSA
BUFFALO	ERIE	LOUISVILLE	PROVIDENCE	WACO
CANTON	FORT WAYNE	MEMPHIS	READING	WASHINGTON
CHICAGO	FORT WORTH	MIAMI	RICHMOND	WHEELING
CINCINNATI	GRAND RAPIDS	MILWAUKEE	ROCHESTER	WILMINGTON, DEL.
CLEVELAND	HOUSTON	MINNEAPOLIS	ST. LOUIS	WINSTON-SALEM
COLUMBUS	HUNTINGTON	NEW ORLEANS	ST. PAUL	YOUNGSTOWN
	W. VA.		SAN ANTONIO	

### Dine, Dance and Enjoy Every Hour

—of your trip to Los Angeles or San Diego—on the super-express liners

### “YALE” and “HARVARD”

FOUR SAILINGS WEEKLY — Low one-way and round-trip fares include meals and berth

LASSCO luxury liners to bewitching

### HAWAII

Frequent sailings over the popular Southern Route

For all information, apply—

# LASSCO

77-15

LOS ANGELES STEAMSHIP CO

685 Market St. Tel. DAvenport 4210  
Oakland: 412 13th St., Htghgate 1435  
H. C. Capwell Co., Lakeside 1111  
Berkeley: 2148 Center, THornwall 0060

## California Fruit . . .

### Abroad

[continued from page 4]

Army and was accepted. Thereupon, George Wolf left for Hong Kong to arrange for transshipment of the merchandise to Manila. In this way, the Army of the United States and Dewey's fleet at Manila were supplied not only

with groceries and dried fruit, but also with fresh vegetables. It was a herculean task in those days of difficult transportation, but California products reached their market. With the new business, Castle Bros. and Wolf & Sons merged. The Pacific Commercial Company, successor, is now the largest American business firm in the Philippine archipelago.

Incidentally, it was Creagh who handled the first Philippine imports from the United States of grapes and apples. The fruit was of the 1898 harvest, the apples being the famous Watsonville Newtown Pippins. There were no cold storage accommodations aboard the ships of those days. The fruit was stowed in the square of the hatch in No. 1 and No. 2 holds, with 2"x4" dunnage between the tiers to allow for circulation of air.

Creagh says the fruit arrived in prime condition because it was good fruit when loaded aboard ship and well packed. The Pacific Northwest apple was not known in Manila in the early years, but even after the Northwest apple entered into Manila competition, the Watsonville fruit held the market because of its flavor and keepability. In recent years carelessness on the part of Watsonville packers lost much of the Manila apple trade to the Northwest where attention was given to details. Sponsored by the Fresh Fruit Export Committee of the San Francisco Chamber of Commerce, steps were taken a year or so ago to improve the Watsonville export pack. Following the committee's suggestions, apples are now washed, packed in the standard "Northwest" box, and inspected at shipside.\* Thus the Watsonville apple is now prepared to recover much of the ground lost abroad to the Northwest.

Hammer & Co. is another oldtime San Francisco export house. The boys, Frank and "Bill," are running the business down on Clay Street, started by their father in Sacramento back in 1860. In the early days, before modern refrigeration equipment, in shipping fresh fruit to Australia and New Zealand, Hammer & Co. stowed the boxes into spaces between piles of lumber carried on deck. Booms would be let down and over them a tarpaulin would be thrown, tent-shape, protecting the fruit from the sun on its 30-day ride down below the Equator. Fruit generally arrived intact and in good condition. Frank Hammer recalls only one complaint: a shortage of ten boxes of apples, eaten en route by the crew. The steamship company, of course, made good this loss. Shipments of fruit to the United Kingdom were stowed 'tween decks. Frank says it was good business in those days, but a fellow does well to make a nickel a box now when keen competition forces an exporter to sharpen his pencil.

Development of business under adverse conditions is illustrated by an ex-

perience of Getz Bros. Founded 52 years ago, this firm has long served world markets with many commodities, including fresh fruit. Mr. C. J. Kelly, vice president of that concern, and chairman of the Chamber's Fresh Fruit Export Committee, related the incident the other day. Getz Bros. made a shipment of 500 boxes of Yakima, Washington, apples two years ago to the Orient. From Yakima the apples went by rail to Seattle thence by coastwise vessel to San Francisco. Across town they were trucked to the trans-Pacific vessel where they were carried in the chill room to Singapore. There they were taken by bullock cart to cold storage. After a week there it was found that the market could not absorb all the 500 packages, so the surplus was loaded back onto the bullock carts to a ship bound for Rangoon. Stowed on top of the deck, Hindu coolies fanned the fruit as the ship steamed along the equator. It took four days to reach that port, where the fruit was held in cold storage five days. Again there was more fruit than could be sold at a satisfactory price, so a portion was taken back to another



**PACIFIC  
DEPARTMENT**

**114 Sansome St.  
San Francisco  
California**

## United States Laundry

*The Careful Laundry*



**FINISH WORK  
DRY WASH  
ROUGH DRY  
DAMP WASH**

*We use Ivory Soap  
exclusively*



**1148 Harrison Street**

*Telephone*  
**MARKet 6000**

\*Details of shipside inspection of perishables, fostered by the Chamber's Fresh Fruit Export Committee are presented later in this article.

## Industrial Opportunities

in Industrial Lands in

**South San Francisco**

**Low Land Cost**

San Francisco Freight Rates  
San Francisco Switching Area

**SOUTH S. F. LAND AND  
IMPROVEMENT CO.**

*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 105,500,000

EXPORTERS and IMPORTERS are  
invited to avail themselves of our  
services, especially with the Orient

**SAN FRANCISCO BRANCH**  
**415-429 SANSOME STREET**  
Y. NOGUCHI, Manager

ship, again carried on deck, where it was fanned for three days by Tamil coolies until arrival at Calcutta. There it was carried to the bazaar where the last of it was disposed of. Curiously, a woman in Calcutta purchased some of these apples which had been grown by her brother in Yakima. The result of this small-lot business was an order secured by Kelly the other day for 6750 boxes of the 1930 crop. Direct, refrigerated ship service, recently established, to Calcutta by the Kerr Line (General Steamship Corporation, agents) will facilitate the movement of this order.

This experience teaches us that only large organizations, handling a variety of products in diversified markets, can afford to undertake the missionary work of developing fresh fruit markets abroad. At first, only small-lot shipments can be introduced into a new market; and the expense of a small shipment would be prohibitive unless it was combined with established products able to share the overhead. The expense of introducing a new commodity in a new market is a barrier to direct-selling by the producer.

Market penetration is not the whole story of foreign trade, but, as we stated before, holding an already-developed market is a problem becoming more and more pressing. California is an agricultural state whose prosperity depends

upon outside markets. These foreign markets are served by native production, in the case of fruits, usually of a quality inferior to California's. The principal world markets are supplied also by growers in other parts of the world. The United Kingdom, Canada, Germany, Scandinavia, and France are the principal takers of what California has to offer in abundance—fresh fruits. Changing dietary habits, stimulated by publicity on the importance to health of vitamins, is making these countries, of higher-than-world-average purchasing power, even greater consumers of fresh fruit. Advertising in those markets by Canada, Australia and New Zealand, Palestine, South Africa and other countries engaging ever more extensively in fruit culture is helping to build up consumer preference for the apples, oranges, peaches and pears grown by those countries. Imitation by them of California methods of preparing (grading and packing) fruit for long-distance shipping is a challenge to California's position in world markets, gained by her reputation for high-quality fruits. With California fruit grown on land costing more than land opened up during recent years in other parts of the world, the California fruit starts its trek to world markets with a high-price handicap. Higher labor costs here and foreign tariffs add to the burden. Heavy sales of American agricultural machinery to the world during recent years reduce the possible "preferential" favorable to California producers using most modern labor-saving equipment.

California cannot, therefore, hold or expand foreign markets on a price basis. This can be done only by building still higher California's reputation for excellence of fruit quality. In recognition of this fact, the San Francisco Chamber of Commerce just this year induced the State and Federal governments, through the departments of agriculture, to establish at shipside in San Francisco and Los Angeles a low-cost export inspection service. To secure this service, the Chamber has agreed to stand one-half of a possible loss to the State Department of Agriculture, resulting from the service, up to \$1500. The maximum Chamber of Commerce liability is \$750 and is for the 1930 season. After then it is believed that the export inspection service on the low-fee schedule will be self-supporting.

**FEES FOR STATE-FEDERAL INSPECTION AT SHIPSIDE OF FRESH FRUITS AND VEGETABLES.**

Minimum charge per certificate...\$0.50  
 Charge for first 500 packages on one certificate, per package... .015

Charge for second 500 packages on one certificate, per package .005  
 Charge for third and succeeding 500 packages on one certificate, per package .0025  
 Maximum charge for 500 packages or for one standard carload 4.00  
 Copies of certificates are free.

Fees are payable at time inspection is made, but by taking out a bond guaranteeing payment to State of California, payment may be made on a monthly basis. The Fresh Fruit Export Committee of the San Francisco Chamber of Commerce has taken out such a bond for all its members. Members of the Chamber of Commerce, who may not be members of the Fresh Fruit Export Committee, may enjoy the convenience of the committee's bond by making application to the secretary of the Fresh Fruit Export Committee to be included on the bond.

Shipments made from Los Angeles to be consolidated with shipments made from San Francisco, all being forwarded to the same consignee, may be lumped together, for purposes of payment of inspection fees, on the basis of a single shipment. A separate certificate is required for each port of destination, but more than one commodity and more than one mark may be indicated on one certificate. Special forms of export certificates have been made up by the State and are now available. These forms have been printed so that it will be possible to list complete specifications of several varieties of fruits and vegetables on the form without reference to the general headings that apply on domestic certificates.

*Advertise! Advertise! Advertise!*

## MITSUI & COMPANY LIMITED

(Mitsui Bussan Kaisha, Ltd.)

Cable Address: "MITSUI"

GENERAL IMPORTERS EXPORTERS

COAL SUPPLIERS SHIP OPERATORS  
 SHIP OWNERS SHIP BUILDERS  
 ETC.

Head Office: TOKIO, JAPAN

San Francisco Office:  
 301 MERCHANTS EXCHANGE BLDG.

Branches—New York, Seattle, Portland and all other important business centers of the world

### COMPLETE BROKERAGE SERVICE

☞☞

DIRECT PRIVATE WIRES

## McDONNELL & COMPANY

Members:

San Francisco Stock Exchange  
 New York Stock Exchange

☞☞

SAN FRANCISCO

633 MARKET ST., Phone SUTTER 7676  
 Branch: FINANCIAL CENTER BLDG.

OAKLAND

436 17TH ST., Phone GLENCORT 8161  
 NEW YORK OFFICE: 120 BROADWAY

# Kroehler Manufacturing Company 885 Charter Oak Ave. San Francisco, Cal.

Manufacturers of OVERSTUFFED LIVING ROOM FURNITURE and DAVENPORT BEDS

OTHER FACTORIES AT: Chicago, Ill.; Naperville, Ill.; Kankakee, Ill.; Bradley, Ill.; Dallas, Texas; Binghamton, N. Y.; Los Angeles, Cal.; Cleveland, Ohio; Stratford, Ontario

## Know these Firms

They represent the backbone of San Francisco and deserve your co-operation in their respective lines. They offer a personal, individual service; complete, intelligent and helpful.

## Air Bases

[continued from page 37]

charge of aviation, with a group of staff officers.

And then, but not until then, did the Executive Committee learn that there were two prizes to win, not only the Army Air Base, which was to be in the nature of repair headquarters, but also an Army Bombing Squadron Base, the latter even more important than the first.

To give in any detail the story of the committee's work that followed would be to expend many pages in what, after all, is needless narration.

Let it simply be said that efforts were redoubled, with the hope of capturing both bases.

The Marin County Board of Supervisors, to whom great credit should be given for their courageous and far-sighted policy, placed the sum of \$140,000 in the tax rate to purchase the Marin Meadows site.

When it was discovered that additional land there would be required, condemnation proceedings were instituted and, to complete this further purchase, a fund of \$25,000 was pledged, underwritten half by the San Francisco Chamber of Commerce and half by the other Chambers of Commerce about the bay.

C. B. Dodds, Washington representative of the San Francisco Chamber, entered the fray and worked with the War Department, the Military Affairs Committee of the House of Representatives, the central and northern California representatives in Congress, the Bureau of the Budget, the White House and a number of other Federal officials and departments which it was necessary to contact to insure success of the campaign.

The War Department selected Alameda for the Army Air Base and Marin for the Bombing Squadron Base, and the campaign was on in earnest, with other sections of the Pacific Coast battling to defeat the War Department recommendation and land the bases for themselves.

But all to no avail.

Congresswoman Florence P. Kahn of San Francisco, at the request of the Executive Committee, introduced a bill providing for the establishment of the two bases and transferring the sum of \$1,000,000, heretofore appropriated to Rockwell Field, San Diego, for the initiation of development work here. After hearings the bill was recommended by the House Military Affairs Committee. On May 30th it was passed by the House. On July 1st it passed the Senate and was sent to the President for his signature.

And thus has San Francisco Bay, through sincerity and honesty of purpose, through cooperation and mutual trustfulness, through a unity of effort that should be emblazoned on the tablets of history, won two projects whose cost will exceed \$8,000,000 and which will bring to this section not only protection against attack by a foreign foe but also, to think of them more materially, a payroll and supplies fund which will reflect itself in every line of business endeavor.

### Advertise Anything!

Houses, Lots, Apartments, Furniture, Farms, Farm Tools, Implements, Mechanic's Tools and Machinery, Building Materials, Automobiles, Tires, Accessories, Stocks & Bonds, Insurance, Accountancy, Investment Securities, Hotels, Situations Wanted, Help Wanted, Stoves, Phonographs, Radios, Books, Music, Clothing, Hats, Shoes, Markets, Candies, Ice Cream, Flowers, Chickens, Typewriters

For anything at all you will find a buyer or seller through the columns of

"San Francisco Business"

#### 7A—BUTCHERS

Beef, Calves, Sheep and Hogs Bought or Slaughtered on Commission

### JAMES ALLAN & SONS

WHOLESALE BUTCHERS

Office and Abattoir:  
THIRD ST. and EVANS AVE.  
Phone MI ssion 5600 San Francisco

#### 8—CHOCOLATE MANUFACTURERS

### D. GHIRARDELLI CO.

SAN FRANCISCO

CHOCOLATE and COCOA  
Since 1852

#### 10—CRACKPROOF GARDEN HOSE

That price  
is no more!



## Crackproof GARDEN HOSE

Manufactured by

Pioneer Rubber Mills

San Francisco

Sold all over the world

#### 11—ELECTRIC SIGNS

### BRUMFIELD ELECTRIC SIGN CO.

965-967 FOLSOM ST., S. F.

WE MANUFACTURE

## OUR OWN NEON SIGNS

PATENTS APPLIED FOR

#### 13—EMPLOYMENT BUREAU

### COMMUNITY PLACEMENT BUREAU, INC.



Operated by  
San Francisco  
Employers

HUNTER-DULIN  
BUILDING  
KE army 2800

#### 14—FLOWERS

### Darbee Florist

GEN. A. J. GOOCH, Prop.

1036 Hyde St. San Francisco, Calif.  
Phone FR anklin 0208

Open Evenings and Sundays. We deliver and telegraph flowers anywhere.

#### 16—GLASS

### PACIFIC COAST GLASS CO

Manufacturers of  
BOTTLES and JARS

SEVENTH and IRWIN STREETS  
Phone MA rket 0327 San Francisco

#### 19—HOTELS

### HOTEL ROOSEVELT

Jones at Eddy

SAN FRANCISCO'S NEW FINE HOTEL.

Every room with bath or shower  
\$2.00 to \$3.50 Garage next door

#### 19A—HOTEL EQUIPMENT

Telephone MA rket 2400

Manufacturers of Kitchen Equipment for  
Hotels, Restaurants and Institutions.

China - Glassware - Silverware

MANGRUM-HOLBROOK  
1235 Mission Street, San Francisco

#### 20—IMPORTERS

### Edward L. Eyre & Co.

Exporters and Importers

Grain, Grain Bags, Copra Cake, Linsed Meal,  
Cottonseed Cake, Mill Feeds, Steel, Oils, Beans,  
Peanuts, Mexican and Oriental Products

518 MERCHANTS EXCHANGE  
Phone KE army 0280 San Francisco

#### 21—ICE MANUFACTURERS

### CITY ICE DELIVERY CO.

135 KANSAS STREET  
MA rket 6400

Distributors for Consumers Ice,  
National Ice & Cold Storage,  
Union Merchants Ice Delivery Co.

Take Advantage  
of S. F. BUSINESS  
Advertising Columns

# LEADS for NEW BUSINESS

**LISTED BELOW are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified.**

## DOMESTIC TRADE BUREAU of the INDUSTRIAL DEPARTMENT

**Accountants**—Thomas Brotherton & Co. (C. P.), 485 California to 155 Sansome.

**Advertising**—Allied Advertiser's Agency, 507 Montgomery; Syndicated Service Co., 465 California.

**Analysts and Auditors**—Mund & Co. (insurance), 485 California to 155 Sansome.

**Army Goods**—J. Pollack, 91 3d.

**Artists**—John S. Cook (commercial), 510 Battery; Gerald D. Wright (commercial), 617 Montgomery.

**Attorneys**—La Shelle & Rankin, 150 Sansome; Julian Pardini, 21 Columbus to 550 Montgomery; Franklin T. Poore, 111 Sutter Post to 703 Market; A. J. Scampini, 21 Columbus to 550 Montgomery; John J. Taheny, 332 Pine; Alfonso Zirpoli, 21 Columbus to 550 Montgomery.

**Auto Service**—General Auto Reconstruction Co., 719 Golden Gate Ave. to 760 Gough.

**Auto mobiles**—Central Auto Sales Co., 1691 Market.

**Bakeries**—Aleo Bakery, 12 Chester; Crispi Pie Co., 508 Fulton.

**Bananas**—Central Banana Co., 447 Front.

**Barber Shop**—H. Becker, 24 Embarcadero.

**Battery Agency**—Earl Holden, 3d Ave. and California.

**Beauty Parlors**—Pearl A. Howland, 251 Post; Mal's Beauty Shoppe, 1938 McAllister; Marie's Beauty Shop, 1938 McAllister to 177 Post; Rose Marie Murray, 177 to 77 Post; Selix Inc., 360 Geary.

**Broker**—Abe Kalisch, 235 Montgomery.

**Building Materials**—W. E. Bear Co., 749 Bryant to 15th and Utah.

**Cabinet Maker**—F. H. Mortensen, 3048 Fillmore.

**Campaign Headquarters**—L. W. Horsford Campaign Headquarters, 714 Market.

**Candy**—P. G. Krafft, 607 Balboa; Martha Washington Candies, branch store, 5630 Geary; Rhine-Hess Candy Co., 351 6th to 170 Otis.

**Cigars**—Jose R. Romero, 108 Langton to 799 Naples.

**Cleaners**—Bank Cleaners & Hatters, 19 Eddy; Frank Burke, 204 Eddy; Jeanne Di Pietro, 2786 California; Du Rite Cleaning & Dyeing, 646 Gough; Elite Cleaners & Hatters Shop, 316 Eddy; Embassy Cleaners, 586 Turk; Franklin Cleaning & Dyeing Works, 2982 Mission; Hy-Class Cleaners, 3380 19th; Marvet Cleaners, 1849 Union; Morning Sun Cleaners, 1846 Clement; Peacock Cleaners & Dyers, 2017 Chestnut; Square Deal Cleaning & Dyeing Co., 1723 Polk; Yama's Cleaning & Pressing Parlor, 1804 Irving.

**Clothing**—Amos Franzen, 20 Embarcadero.

**Club**—Harvard Club of San Francisco, 503 Market.

**Coal and Wood**—Hayes Valley Coal & Wood Co., 636 Laguna to 1076 Oak.

**Coffee**—Edwards Dwight Co., 255 12th.

**Confectionery**—California Confections Co., 351 6th to 170 Otis; Gerhard Chocolate Co., 351 6th to 170 Otis.

**Contractors**—Mechanical Contracting Co., 14th Ave. and Lake; Thollander Construction Co., 749 Bryant to 15th and Utah.

**Delicatessen**—Homisky Delicatessen, 2138 Mission.

**Engineers**—Harlan Horn (research), 620

### 22—IMPORTERS

**Edward L. Eyre & Co.**  
Exporters and Importers  
Grain, Dried Fruits, Copra Cake, Cottonseed Cake, Mill Feeds, Linsed Meal, Peanuts, Grain Bags  
518 MERCHANTS EXCHANGE  
Tel. Garfield 5289 San Francisco

### 23—INVESTMENTS

**"OVER-THE-COUNTER"**  
Market Specialists  
Unlisted Stocks and Bonds  
**MARTIN JUDGE JR. & CO.**  
1 MONTGOMERY STREET  
DO uglas 8760 San Francisco

**Wm. H. Noble & Co.**  
*Investment Securities*

### 24—LANDS

**MILLER & LUX**  
Incorporated  
FARMING AND LIVESTOCK PROPERTIES  
1114 MERCHANTS EXCHANGE BLDG.

### 25A—LUMBER

**Christenson Lumber Company**  
LUMBER - MILLWORK  
Yards and Mill:  
FIFTH and HOOPER STREETS  
MA rket 0580 San Francisco

### 26—METALS

**Sheet Metal Manufacturing**  
Press Work - Forming - Welding - Irrigation Pipe - Building Products - Orchard Heaters - Oil Buckets - "De Laitte" Automatic Gas Machine "Vent-O-Screen Ventilating Screen  
**W. R. AMES Co.**  
150 Hooper Street MA rket 3815

**Federated Metals Corporation**  
Great Western Smelting and Refining Branch  
**M E T A L S**  
75-99 FOLSOM STREET  
DA venport 2540 San Francisco

**Pacific Meter Works**  
*of*  
**American Meter Company, Inc.**  
*Specializing in the*  
*Manufacture of Gas Meters and*  
*Allied Apparatus*  
**495 ELEVENTH STREET**  
San Francisco, Calif.

### 29—PACKERS

**GRIFFITH-DURNEY CO.**  
San Francisco  
**CANNED FOODS**  
California Fruits, Hawaiian Pineapple  
California Asparagus, California  
Sardines, Salmon—All Grades

### 29A—PHOTOSTAT SERVICE

**PHOTOSTAT COPIES**  
Made from Letters, Legal Documents, Maps, Blueprints, etc.  
*Personal confidential service*  
**Standard Photoprint Company**  
142 Sansome Street Sutter 1675

### 30—SAFES AND VAULTS

Telephones: GA rfield 3041 and 3042  
**The Hermann Safe Co.**  
Manufacturers and Dealers  
Fire and Burglar Proof Safes and  
Vaults Safe Deposit Boxes, Etc.  
Howard and Main Sts. San Francisco

### 35—STEAMSHIP COMPANIES

**American-Hawaiian S. S. Co.**  
Frequent and Dependable  
Coast to Coast Service  
DA venport 2900 215 Market Street

Joint Service of Phone DO uglas 7510  
**HOLLAND-AMERICA LINE**  
AND  
**THE ROYAL MAIL STEAM**  
PACKET CO.  
PACIFIC COAST—EUROPE  
"The Pioneer Refrigerator Service"  
120 Market Street San Francisco

### 36—STEEL

**Montague Pipe & Steel Co.**  
Riveted Steel Pipe, High Pressure Pipe Lines, Oil and Water Tanks, Siphons, Steel Flanges, Stacks, Montague Well Casings, Water Tube Safety Boilers  
Works: 17th and Kentucky Streets  
Phone MA rket 6909, San Francisco  
Office: Hobart Building Phone KE arny 0698

**PATENTS**  
TRADE MARKS, FOREIGN PATENTS  
**MUNN & CO.**  
Suite 601 Hobart Bldg., San Francisco

**F. E. BOOTH**  
**COMPANY, Inc.**  
*Packers and Canners*  
**Fish, Fruit, Vegetables**  
Executive Offices:  
110 Market St. San Francisco

Market to 202 Green; Albert B. Mann (consulting), 620 Market to 202 Green.

**Finance**—Portola Finance Co. (Reginald S. Martin), 760 Market.

**Floors**—H. Larsen (hardwood), 1618A Howard to 161 Page.

## SCENIC BAY TRIP

60 MILES OF  
(ROUND TRIP)  
SAN FRANCISCO BAY  
VALLEJO—SAN FRANCISCO FAST BOATS

**MOTORISTS**  
SAVE 30  
MILES OF DRIVING

DINING ROOM BARBER SHOP  
BOOTBLACK NEWS SERVICE  
CLAY STREET PIER  
NORTH END OF FERRY BUILDING  
PHONE DAVENPORT 4000—LOCAL 8921  
Southern Pacific Golden Gate Ferries Ltd

## 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"

## EUROPE via PANAMA

FAST NEW SHIPS

"San Francisco" "Portland"  
"Oakland" "Seattle" "Tacoma"  
"Los Angeles" "Vancouver"

CABIN and THIRD CLASS

### HAMBURG-AMERICAN LINE

For Passage—574 Market Street  
or local agents

For Freight—Sudden & Christenson  
310 Sansome Street, San Francisco

### PACIFIC COTTON GOODS COMPANY

152 Fremont Street  
SAN FRANCISCO

### CRAIG CARRIER COMPANY

Merchants Exchange Building  
SAN FRANCISCO

**Florists**—Sam's Florist Shop, 549 Valencia.

**Food Products**—George A. Reilly, 24 California.

**Fruits**—County Line Free Market, 4630 Sun Bruno; Grand Central Fruit Co., 1103 Market; Pomon & Callas, 1454 Fillmore.

**Fur Goods**—Wittner & Fink, 406 Geary.  
**Garage**—Eighth Street Garage, 38 8th.

**Hotel**—Yamaguchiya Hotel, 2018 Bush.

**Household Utensils**—Hoeyman Co., Inc., 734 to 720 Mission.

**Importers**—1 Delhoguero, 235 Montgomery; P. J. Frawley, 153 Kearny to 112 Market; International Import & Export Co., 1155 Mission; Samuel S. Perry, 734 Mission.

**Insurance**—Arns & Arns, 485 California to 155 Sansome; H. Fishel, 2508 to 2601 Sacramento.

**Investment Securities**—Beason, Ross & Co., 235 Montgomery.

**Jewelry**—M. Emanuel, 96 3d to 54 3d.

**Loans**—Franklin Mutual Bldg & Loan Assn (B. Fedde), 995 Market; Calvin Phillips (real estate), 235 Montgomery.

**Locksmiths**—Joseph Bartz, 2065 Mission; Ben Van Deventer, 636 Gough.

**Machinery**—Doughnut Machine Sales Co., 1051 Howard to 1112 Mission.

**Manufacturer's Agents**—Coast Distributing Co., 24 California; C. E. Cumberstone Co., 25 Spear to 142 Drum; Geo. W. Wise, 154 to 130 Sutter.

**Markets**—Farmers Produce Cash Market, 74 8th to 78 8th; Ansano Lenci (meat), 1711 Greenwich; Live Oak Meat Market, 4820 3d to 4910 3d; Pine River Market, 1044 Grant; Quirks Market, 4820 3d.

**Novelties**—Charm Sweet Shop, 6233 Mission.

**Paint**—Central Paint & Glass Co., 638 4th.

**Painters**—D. E. Burgess, Ferry Dock; Frank J. Guddee, 378 24th Ave. to 4324 Geary; Martin Gustafik, 1912 Divisadero to 1118 Rivera; Textile Painting Co., 942 Market.

**Photographers' Supplies**—Agfa Ansco Corp., 552 to 548 Mission.

**Physician**—Dr. Edward J. Buckley, 1103 Valencia.

**Plaster**—Nephi Plaster & Mfg Co. (mfrs.) 749 Bryant to 15th and Utah

**Printing**—Cervantes Printing Co., 1448B Mason.

**Publicity**—Fred Allen, 693 Mission.  
**Radio**—United States Radio & Television Co. (J. S. Payne), 149 New Montgomery.

**Real Estate**—Alberton Realty Co., 25th Ave. and Fulton; Bay View Realty Co., 4922 3d; T. Epperson, 564 Market; Furey & Phillips, 2035 Irving to 2389 20th Ave.; E. J. Rettberg, 2389 20th Ave.

**Restaurants**—College Grill, 326 14th; Forty Eight Market, 48 Market; Robert J. Gotelli, 300 Davis; Ohndorff's Sandwich Shop, 500 Kearny; Warfield Grill, 972 Market.

**Service Station Equipment**—Comwel Equipment Co., 227 7th.

**Service Station**—R. A. Hollis, Fulton and Central.

**Signs**—Local Sign Co., 115 Turk.

**Sportwear**—Brooklyn Knit Sport Wear Co. (Howard H. Hurwitz), 49 4th.

**Stationers, Printers, Etc.**—O'Connell & Davis, 237 to 221 California.

**Steamship Operators**—Little River Steamship Co., 405 Montgomery.

**Stocks and Bonds**—Revel Miller & Co., 235 Montgomery.

**Stove Repairing**—E. L. Jorgensen, 2735 Mission.

**Stoves**—Wilson Stove & Mfg. Co., 149 New Montgomery.

**Stucco**—Aeme Stucco Co. (Wm H. Bowie), 1566 Howard to 201 Utah.

## Revenue Freight Loading

Loading of revenue freight the week ended June 14 totaled 927,754 cars, according to the car service division of the American Railway Association. This was a decrease of 7893 cars below the preceding week and a reduction of 143,491 cars below the same week in 1929. Compared with the same week in 1928, it also was a reduction of 75,059 cars.

Miscellaneous freight loading for the week of June 14 totaled 366,454 cars, 63,562 cars under the same week in 1929 and 31,738 cars under the corresponding week in 1928.

## PACIFIC ELECTRIC MFG. CORP.

High Voltage Switches

5815 3rd Street

YOU ARE INVITED TO VISIT



### JAPANESE COMMERCIAL MUSEUM

549 MARKET STREET, SAN FRANCISCO  
EXHIBITS OF COMMERCIAL ARTICLES  
MADE IN JAPAN  
FREE COMMERCIAL SERVICES BETWEEN  
U. S. A. AND JAPAN  
(Maintained by Japanese Government)

W. A. HALSTED, President  
WM. C. HAMMERSMITH, Vice-Pres.  
The Old Firm

## HALSTED & CO.

Undertakers and Embalmers  
No Branches

1123 SUTTER STREET  
Telephone OR dway 3000

## SACRAMENTO

Leave 6:30 p.m., Daily Except Sunday  
"Delta King" "Delta Queen"



One Way \$1.80. Round Trip \$3.00  
De Luxe Hotel Service

THE  
CALIFORNIA TRANSPORTATION  
COMPANY

Pier No. 3 — Phone SU ttee 3880

# San Francisco Business

JULY 16, 1930

NUMBER 29

## Invitations Dispatched for Open Golf Tourney

### 60 Open Golf Tourney Initiated Through Jr. C. C.

OFFICIALLY getting the Junior Chamber's \$7500 San Francisco Open Golf Championship under way, Chas. W. Fay, Jr., chairman of the Golf Committee, last week dispatched invitations to the qualifiers in a national open at Minneapolis to commence the local tournament December

invitation was contained in a night letter to H. H. Ramsay, vice-president of the United States Golf Association at Minneapolis, where Bobby Jones, Walter Hagen, and Lonnie Smith and the rest of the leading golfers were gathered for the national open.

The San Francisco-Pacific Coast affair is the first and only match play championship held in America and will be held on the Lakeside course of the San Francisco Golf Club. There will be a thirty-six hole qualifying round with 32 to qualify for the whole match play, and a thirty-six hole final. Prize money of \$7500 will be awarded to the winner and there will be some trophies for the leading players.

It is planned to make the San Francisco annual event hereafter, sponsored by the San Francisco Junior Chamber of Commerce.

The inauguration of the mid-winter tournament is in line with the attitude of the Junior Chamber in favor of national golf facilities for San Francisco and is expected to be an additional impetus to the Sharpe Park project, which also has the backing of this body. In commenting on the tournament,

"We hope to bring the majority of the players in the national open tournament to San Francisco in December as contestants in the first and only match play championship held in America and which the Junior Chamber of Commerce has organized and will sponsor as a San Francisco event to focus the attention of every player and enthusiast in the world on the city as year around golf center."

"Our belief that the success of this championship tournament will make the annual winter event in San Francisco the first tournament will be held December 4 to 7, inclusive, and is to invite invited professionals and amateur players."

As to the tournament entries, the purse will be set forth in letters to the qualifiers in the national open and other invited contestants at a later date.

### SELECTION COMMITTEE HEAD APPOINTED

As S. Garnett has been appointed chairman of the Junior Chamber's new Selection Committee, Functions of the new committee will be to cooperate with the Department, Membership of this committee is announced on another page.

## GOOD LUCK!

THE San Francisco Junior Chamber of Commerce takes this opportunity of extending greetings to President Leland W. Cutler and the new officers and directors of the San Francisco Chamber of Commerce. Economic conditions the world over have made the coming year one of great responsibility for the new group in command, and they face difficulties perhaps a great deal more numerous than the average president and board are called upon to meet. The Junior Chamber pledges to the new administration its complete cooperation and support, confident that at the end of the year, the roll of achievements will be a worthwhile and impressive one. To Leland W. Cutler, president; L. O. Head, first vice-president; J. W. McMillard, Jr., second vice-president; B. R. Funsten, third vice-president; Albert E. Schwabacher, treasurer; and A. M. Brown, Jr., John B. Cahill, James A. Cranston, Arthur R. Fennimore, Wm. H. Harrelson, L. H. Marks, Frederick H. Meyer, John W. Procter, Robert C. Reid, Frank A. Somers, Louis C. Stewart, Joseph S. Thompson, J. H. Threlkeld, A. Emory Wishou, Herman Wolber and Leonard E. Wood, directors, the Junior Chamber wishes all success for 1930-31.

### Supervisors Will Consider Jr. C. C. New Fire Statute

At a meeting held July 9 by the Fire Committee of the Board of Supervisors, most of the sections of the new fire ordinance, which is being proposed for San Francisco by the Junior Chamber of Commerce, were approved.

The ordinance now goes before the entire Board of Supervisors for legislation, and at the regular meeting to be held July 21 it is expected that the measure will be made law.

Work on this ordinance represents months of quiet, though arduous, effort by the Fire Prevention Committee of the Junior Chamber of Commerce, and the committee is asking that a large delegation from the general membership attend the meeting of the supervisors on the night of July 28. Such attendance will not only show complete endorsement by the Junior Chamber of Commerce, but will carry weight, both with the city legislators, and with any opposition which might develop from individuals who may not be in sympathy with modernizing San Francisco's fire laws.

Robert Levison, chairman of the Fire Prevention Committee, appeared before the Fire Committee of the Board of Supervisors at its meeting last week. The fire department was represented by Chief Charles F. Brennan, and several members of the Civic League of Improvement Clubs were present to give their endorsement of the measure.

Preliminary steps toward the organization of Fire Prevention Week, which is one of the major activities of the Junior Chamber of Commerce, and which is held in October of each year, have been taken, and detailed announcements may be expected in next month's Bulletin. Chairmen for the various committees necessary to the proper observance of this national safety week are now being chosen, and a general call will soon be sent for volunteers to join these committees. Any member who is interested in this work should at once communicate with the secretary's office.

### Goodyear Official Aids Fight for Sunnysvale Base

Additional professional support for the San Francisco Junior Chamber of Commerce contention that Sunnysvale is the ideal site for the Naval Dirigible Base on the Pacific Coast has just been given by the Goodyear-Zeppelin Company, whose airship "Volunteer" spent several days visiting the bay region.

P. D. Collins, manager of the Goodyear Company here, has this to say in a report to the Junior Chamber regarding the excellent conditions here for operation of lighter-than-air craft:

"From a standpoint of facility of operation in this climate, its advantages were demonstrated when so small a ship as the 'Volunteer' was able to make the long trip here from Los Angeles, and operate for a week completely away from the base of supplies, without repairs being made, and without adequate hangar or other facilities for overnight storage."

"I am definitely convinced that with adequate mooring facilities we could operate even small ships like this very practically in this neighborhood."

Collins pointed out that the "Volunteer," being a non-rigid ship, is much more susceptible to disadvantageous meteorological and climatic conditions than will be the huge rigid dirigibles the Navy is now building.

Lieutenant Commander Burr L. Moulthrop, ranking lighter-than-air officer in the Naval Reserve, also hailed the tour of the "Volunteer" as "prima facie evidence" of the advantages of San Francisco's climate.

Frederic Supple, chairman of the Junior Chamber's Aeronautic Committee, secured the report from Collins to be used as additional ammunition in the fight to bring the dirigible base to Sunnysvale.

### ANNOUNCE ADDITIONAL COMMITTEE APPOINTMENTS

Since June 16, thirty-three new committee appointments have been ratified by the Board of Directors. For the complete list see another page of this issue.

### Plans Forecast Harbor Day as Banner Event

LAST year's Harbor Day, the first celebration since 1915 in connection with San Francisco's magnificent harbor, was sponsored, planned and put across by the Marine Committee under Wilson Meyer. The goal was a re-awakening of San Francisco's harbor consciousness and the means used to this end were many and various. The program of the day included special events of all sorts. A committee of representative citizens was named under whose auspices the parades by sea and air and land were held. Ships in the harbor maintained open house. The fleet of the United States Navy contributed largely of its personnel for the parade. Boat races between crews from naval vessels in the harbor for a trophy were vigorously contested. In a smashing, spray drenched battle the Olympic Cup Race was rowed by the crack cutter crew of the visiting battlers. Japanese war vessels and the Chilean naval training ship added their bits of color to the day and in the afternoon exhibits of marine products were displayed on the Embarcadero, while the graceful white wings of yachts dipped and careened in special races for the edification of huge throngs that blackened the Marina and lined the hills.

Building on this splendid foundation this year's Harbor Day has assumed definite form. It is being held as an annual event because public interest and demand requires it. The City Fathers, the shipping interests, the State Harbor Board are unanimous in the belief that Harbor Day is a valuable event in San Francisco's colorful calendar.

Gerald J. O'Garra, chairman of the Marine Committee this year, and his enthusiastic lieutenants are completing details of a gigantic program that will, it is hoped, accomplish certain definite aims. First, it is hoped to assist materially in the passage of the harbor bond proposition which comes before the voters of San Francisco this fall. This money is needed vitally in order to permit San Francisco to maintain her position, now seriously threatened, as the leading port on the coast. Second, it is hoped to assist materially in the development of more and badly needed facilities on the Marina for the increasing number of yachts and motor boats that are rapidly making San Francisco the country's aquatic paradise.

The activities of the day will include the Pacific Coast yacht regatta sponsored by the Sports Committee in conjunction with the Marine Committee. There will be a colorful parade down Market Street. Over the radio, the world [continued on page 2]

Vacation time is here... Put out that camp fire and SAVE our forests.

San Francisco Civic Center Free Public Library

# SAN FRANCISCO BUSINESS

[San Francisco Junior Chamber of Commerce Issue]

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone DAvenport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

Published once each month as the San Francisco Junior Chamber of Commerce Issue of San Francisco Business at 211 Merchants Exchange Building, San Francisco, California.

Editor - JOHN L. GOMPertz

### Associate Editors

Morton Beebe Wm. Cathcart Lewis B. Reynolds Carl Wakefield  
Chairman, Publicity Committee - Robert B. Coons

### Officers of the San Francisco Junior Chamber of Commerce

President - J. H. THRELKELD

Executive Vice-President - J. A. Folger 2nd Vice-Pres. & Treas. - Wilson Meyer  
Third Vice-President - Daniel W. Evans Secretary-Manager - Frank A. King

Assistant Secretary-Manager - Walter Reimers

### Directors

Lloyd H. Berendsen, A. H. Brawner, Arthur M. Brown, Jr., Edward H. Clark, Jr., Robert B. Coons, Lloyd W. Dinkelspiel, Daniel W. Evans, J. A. Folger, Chalmers G. Graham, John J. Heffernan, Robert M. Levison, Emile D. Maloney, Wilson Meyer, Martin S. Mitau, Herbert H. Mitchell, Britton Rey, Frederic E. Supple, J. H. Threlkeld, J. J. Tynan, Jr., S. G. Walton, Archibald B. von Adelung.

## COMMITTEE MEETINGS

Vacation is either here or on its way for many of the members sitting on active committees. Don't let the two weeks off cause you to lose touch with your special groups.

Below are listed coming meetings as planned at present. Plan now to attend. Note that Sports and Publicity committees are subject to call of respective chairmen or vice-chairmen.

- July 16—Board of Directors.
- July 17—Marine, Aeronautics.
- July 18—Fire Prevention, Industrial, and Ship.
- July 19—Executive.
- July 23—Board of Directors.
- July 24—Marine, Municipal Affairs.
- July 25—Fire Prevention, Industrial Membership.
- July 28—Executive.
- July 29—Board of Directors.
- July 31—Marine, Aeronautics.
- August 1—Fire Prevention, Industrial Membership.
- August 4—Executive.
- August 6—Board of Directors.
- August 7—Marine, Municipal Affairs.
- August 8—Industrial Membership Fire Prevention.
- August 11—Executive.
- August 13—Board of Directors.
- August 14—Marine, Aeronautics.
- August 15—Fire Prevention, Industrial Membership.

Meetings of Sports and Publicity committees will be held on call of chairmen.

## Committee Appointments Made Since June 16

Finance Committee—Edw. H. Clark, Jr. Industrial—Theo. Brower, Jr., J. C. Geringer.

Golf—John Levison, Gordon McDonald, Walter Gerould, Lloyd W. Dinkelspiel, Don Thompson.

Marine—Stanley E. Allen, D. N. Doepfner, Membership—Morton Beebe, Ole Berg, Jr., James Gillan, Win. A. Fauntleroy, M. M. Smith.

Police Committee—J. S. Garnett, chairman, Charles Hughes, Arthur Mejia, Seymour Turner, Howard Brown.

Publicity—James K. Carr, Wm. Cathcart, Fairfax Cone.

Program—Fairfax Cone.

Speakers—Bureau—Arnold Grunigen, Jr., Howell Lovell, J. J. Pape.

Sports—Charles Fox, John Levison, L. T. Shaw, Jack Thompson, Jr., Miles York.

## VOLUNTEERS NEEDED FOR TWO COMMITTEES

Do you want to meet some good fellows? Do you want to work on projects that are worthwhile in themselves and incidentally will prove worthwhile to you? You do?

Good! Get in touch with the office of the Junior Chamber and ask to be assigned to work on either the Harbor Day or Fire Prevention Week campaigns. These are two of the biggest things undertaken by the Junior Chamber and volunteers will be assigned to committee work immediately. Men already assigned to these projects are expected to attend all meetings or report to their chairman.

Personally, while we can't speak from experience of the attractions of the Fire Prevention group, we will say this—the old hands on the marine committee all seem to find something very agreeable in sailing on these steamers direct from Europe.

Do it now—the phone number is DAvenport 5000.

## Plans Forecast Harbor Day As Banner Event

[continued from page 1]

will be told about San Francisco's Harbor, its facilities and possibilities. Through the air millions of aeroplanes will swoop in triumphant acknowledgment of San Francisco's aerial primacy. The small craft of the bay will all be out in honor of the occasion. The fleet will contribute the usual naval gaiety and the cutter races and boat races will make the day truly the Poughkeepsie of the West. A committee of prominent citizens will guide the destinies of the day and from the reviewing stand will acknowledge their interest in this vital part of our city's life.

A far-reaching program of publicity based on the features of the day will carry the story home to the sister communities of the West and should do much to stimulate business through the port of San Francisco. Every member of the Junior Chamber of Commerce has been drafted by the Marine Committee to assist in talking up and putting over the day. From the splendid cooperation so far the day promises to continue the glorious tradition that was founded last year. The success of this day is a matter of concern for every member of the Junior Chamber—it is your party.

## Municipal Affairs Group Active in Charter Revision

The Municipal Affairs Committee is now actively engaged in constructive work on many civic problems and the Junior Chamber of Commerce is well represented in many projects in which San Francisco's business leaders are actively engaged.

Ramsay Moran and Whitney F. Tenny have been appointed as our representatives on the citizens committee for Charter Revision. This problem is a major one and the interest of San Francisco is now centered on the establishment of a modern and businesslike government for our city.

The San Mateo and San Francisco consolidation movement is another important problem which means a great deal to the future progress and development of San Francisco. Lloyd Berendsen is representing the Junior Chamber in this work and has already established this organization's backing in making this movement a success.

The Citizen's Salary Standardization Committee has C. I. Haley as our representative. This committee is trying to standardize and equalize the present system of irregular and unequal payment of salaries.

Willard L. Johnson is representing the Junior Chamber in the establishment of a Junior High School where the Project Method course of study will be offered to those pupils who are normal mentally, but who do not understand or who cannot be interested in the academic method of our present form of education. This method is advocated by Miss Felton of the Associated Charities and is backed by leading educational organizations. The San Francisco Board of Education has agreed to appoint a committee to give this plan careful study and if found desirable, will put it into effect.

## Membership Committee Opens New Campaign

Contacting leading local concerns not represented in the Junior Chamber of Commerce is the basis of a drive for new members of the Membership Committee.

A large list of such firms has been compiled and the committee under the chairmanship of Emile Maloney is energetically interviewing the executives of the companies.

Another phase of the Membership Committee's program for this year is the forming of a subcommittee on personnel. Their efforts will be devoted to keeping present members of the Junior Chamber actively interested and participating in the organization's affairs. This subcommittee is headed by J. F. Gilmore.

## Angeleno Selected As New U. S. Jr. C. C. President

Sixty-seven American, one Canadian and one English city were represented at the national convention of junior chambers, recently held in Brooklyn, according to reports received here. A total registration of 422 delegates made the gathering the largest on record.

Two concentration parties, one gathering at Chicago and the other at Washington, D. C., were very successful, numbering 200 from the first named city. The Washington group were received at the White House by President Hoover.

Burdard Howes, of our neighbor chamber to the south, Los Angeles, was elevated to the presidency, and with him for the ensuing year goes the national headquarters.

Des Moines, Iowa, was selected to be the next convention city.

## Welcome To New Members

The Junior Chamber of Commerce comes to membership the following joined during the period of July 10, 1930:

Ole Berg, Jr., Union Oil Company  
Thorvald Ellingsen, Bank of Italy  
Arthur L. Ervin, Air Reduction Company.

Neil H. Peterson, 1129 Folsom  
L. T. Shaw, Bancamerica-Blair  
Paul C. Smith, Anglo-California Company.

Guy E. M. Stency, Furness Ltd.  
Miles F. York, Fireman's Fund

## Transcontinental Freight Bureau Docket

The following subjects which have been docketed have been referred to the rating Rate Committee and will be discussed not earlier than twelve days from the date of the notice. If hearing is made within twelve days from the date of the notice, request therefor must be made within twelve days from the date of the notice. Action on the subject listed will be restricted to the exact scope of the subject but may include other points of view and destination, or other commodity recommendations, varying from those proposed, if such modifications are necessary or advisable in disposition of the subject:

11205—Seal cans (motor truck), with final coat of lacquer, paint or varnish set-up, loose or in packages, in various carloads with set-up automobile base westbound: Request for inclusion of this entry in Item 5147 of Tariff (I.C.C. Nos. 126, A-283, 2273 and 123 Frank Van Ummersen, W. S. Curlett, T. Jones and H. G. Toll, agents, respectively).

11175 (Amended)—Rope and cordage eastbound—minimum weight and request for reduction in the minimum carload weight under Item 1677 Tariffs 2-Y (I.C.C. No. 1233, H. G. Toll, agent) and 3-B (I.C.C. No. 1233, H. G. Toll, agent), from 40,000 to 30,000 lbs. also request that the same carload be established in these eastbound items as shown westbound in Item 539 Tariffs 1-E (I.C.C. Nos. 128, A-287, and 1239 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

11070 (Amended)—Hardwood lumber, westbound—eastern Canada to California: Proposal to amend Tariff (I.C.C. Nos. 126, A-283, 2273 and 1233 Frank Van Ummersen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for the following carload rates on hardwood lumber (as described in Item 3855), minimum weight 60,000 lbs. to California—

FROM  
Brent, Burns Falls, Canoe Lake, M. Ford, Midland, Ont., Montreal, Que., Ottawa, Owen Sound, North Bay, Pakenley, Pembroke, Penetang, Lewassan, South River, Sundridge, O. Thurso, Que., Toronto, Trout Creek, Warlion, Ont., Prefontaine, S. Agathe, Que., 92 cents per 100 lbs. Bromptonville, Que., 96 cents per 100 lbs. Mont Laurier, Malville, Megantic, Que., 98 cents per 100 lbs.

11306—Sorghum seed, sudan grass seed split peas, cow peas, milled beans and other forage grains and seed in mixed carloads with whole grains, westbound—Group "J" to Phoenix, Ariz.: Request for amendment of Tariff 1-1 (I.C.C. [continued on page 3]

# FACTS and CRACKS



Don't be surprised to see Jack Gompertz in chains on California Street next week. He's been on a dude ranch in the hills for the past three weeks.

We use to pull the old gag that Jack probably return a little horse and dog.

Why take our Panamas off to Jack Fern and his committee for the benefit at Marquard's July 2nd. And at that food, I never drank better.

Here one for "Believe It or Not." They see out of about fifteen members of the Chronical Committee have ever in an airplane.

Terl J. O'Gara of the Marine Committee claims his group have all voyaged for boats, anyway.

Mr. Nichols has the kind of a job you don't put but never hold yourself. Business will call him to Waikiki for a month or two and then while the fishing season is still good he will be forced to take an end trip through the Northwest.

Mr. Larke has apparently made a great deal of his work on the Fire Prevention Committee. His secretary reports that his services are now in great demand as speaker before conventions of fire companies.

## Other Junior Chambers Are Doing

San Francisco's Junior Chamber is not the only one that is planning to inaugurate a golf tournament this year. Salt Lake City has plans under way for a tournament. Date, course and prizes are to be announced later.

Atlanta sent 66 delegates to the national convention at Brooklyn this summer and returned with a heavy load of swag—awards for on the national board and three of the five cups annually awarded. The Georgia from the home of Bobby Jones and the Golden Tornado have the reputation of being one of the liveliest in the country.

The Milwaukee Junior Association of Women recently sponsored an aviation competition for high school students that drew a great deal of interest, both among spectators and the public.

St. Louis combined business and pleasure when they installed new officers and members at a dinner dance.

Scott, Arizona, assisted in putting on the 1930 edition of the annual Front Days celebration, July 2 to 5.

Dallas, Texas, has now passed the 500 mark in its membership drive. A recent

## MY CITY

"My city is where my home is founded, where my business is situated, where my vote is cast, where my neighbors dwell and where my life is chiefly lived. It has a right to my civic loyalty. It supports me and I must support it. My city wants my friendship—not partisanship; my co-operation—not dissension; my sympathy—not criticism; intelligent support—not indifference. My city supplies me with law and order, trade, friends, education, recreation and the rights of a free-born American. I should believe in my city and work for it."

questionnaire, answered by 307 members, revealed that the average age of the body was 27.41 years. Politically, the membership is Democratic 8 to 1, according to those who revealed their affiliations.

This chamber has solved the hot weather problem by holding dinner meetings at night, followed by entertainment. Two professional wrestling bouts were on a recent program.

## Transcontinental Freight Bureau Docket

[continued from page 2]

Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for rate same as present grain rate or a new rate not to exceed 60c or 70c per 100 lbs. on sorghum seed, sudan grass seed, split peas, cow peas, millet, beans and other forage grains and seeds in mixed carloads with whole grain from Group "J" to Phoenix, Ariz. (Rate Basis 2).

11307—Automobile wind shield, door or window glass in mixed carloads with automobile body or top material, westbound: Request for inclusion of automobile wind shield, door or window glass in mixed carloads in Item 5129 of Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-E (I.C.C. Nos. 128, A-287, 2286 and 1239 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

11308—Penell slats, CL, westbound: Proposal to amend Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for carload rates of \$1.20 per 100 lbs. to Rates Bases 1 and 3 and \$1.34 per 100 lbs. to Rate Basis 2 on penell slats, in bags, minimum weight 40,000 lbs. from Murfreesboro, Tenn. (Group "M").

11309—Fabric, hose or belt, cord or woven fabric (tire or hose), cotton cord; twine or cordage, mixed carloads, westbound: Request for inclusion of fabric, hose or belt, cord or woven, in Item 2543 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), also that following CL rates be established from Groups: L M \$1.50 \$1.42½ per 100 lbs., min. wt. 40,000 lbs.

11310—Ladder parts, not further manufactured than cut, dressed slotted and bored, CL, eastbound: Request for inclusion of ladder parts, not further manufactured than cut, dressed, slotted and bored, in Items 40-C and 160-C, Supplement 12 to Tariff 28-J (I.C.C. No. 1225, H. G. Toll, agent) (covering Group "D") list of lumber and articles manufactured therefrom, including ladder material).

11311—Hog bristles, in hand-tied bundles, boxed, L.C.L., westbound: Request for inclusion of hog bristles, in hand-tied bundles, boxed, in Item 3060 of Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-E (I.C.C. Nos. 128, A-287, 2286 and 1239 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

11312—Baking, dripping or frying pans; coal hods (coal scuttles), meat roasters, fireplace or stove fences or fire guards; fireplace sets (shovels and tongs), with or without hearth brushes, holders or poker; andirons (fire dogs) and stoveboards in mixed carloads with heating or cooking apparatus, westbound: Request for amendment of Item 3225-series, Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), as amended by Rate Advice 7686 (which authorizes inclusion of the articles listed above in the item to apply only on shipments destined Rate Basis 2 points in Arizona or New Mexico), to provide that these changes will also apply to California.

Also request that the entry covering meat roasters, plain or enameled, top and bottom pans fitted together and enclosing meat rack, be changed to also cover meat roasters without racks.

Similar changes to be made in Item 3225-series of Tariff 4-E (I.C.C. Nos. 128, A-287, 2286 and 1239 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

11313—Paint, laquer or varnish reducing, removing or thinning compounds, N.O.S., or paint, laquer or varnish solvents, N.O.S., in tank cars, westbound: Request for amendment of Item 2225 of Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-E (I.C.C. Nos. 128, A-287, 2286 and 1239 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for rate of \$1.45 per 100 lbs. from Group "B"; the description to be changed to read: "Paint, laquer or varnish reducing, removing or thinning compounds, N.O.S., or laquer, paint or varnish solvents, N.O.S."

11314—Soap and compounds, CL, eastbound: Request for amendment of Item 3260 of Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent), to provide for carload rate of \$1.05 per 100 lbs., minimum weight 40,000 lbs. from California to Groups F, G, H and J.

11315—"Manamarr" (animal or poultry food), CL, eastbound: Request for carload rate of 75c per 100 lbs., minimum weight 60,000 lbs., on "Manamarr" (animal or poultry food) from California to Groups "B" to "G", inclusive, under Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent); this basis to alternate with the present.

11316—Rough rolled glass, CL, westbound: Request for carload rate of 65c per 100 lbs., minimum weight 80,000 lbs., on rough rolled glass from Group "E" to the Pacific Coast under Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-E (I.C.C. Nos. 128, A-287, 2286 and 1239 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

11317—Metal bird cages, nested or not nested, L.C.L., westbound: Request for less carload rate of not to exceed \$7.50 per 100 lbs. on metal bird cages, nested or not nested, from Group "C" to the Pacific Coast under Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respec-

tively) and 4-E (I.C.C. Nos. 128, A-287, 2286 and 1239 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

11318—Electric cable reels, CL, eastbound: Request for inclusion of electric cable reels in Item 3615 of Tariff 2-Y (I. C. C. No. 1233, H. G. Toll, agent).

11319—Electric egg or food heaters or mixers in mixed carloads with electric appliances, machinery, etc., westbound: Request for inclusion of electric egg or food heaters or mixers in mixed carloads in Item 3960-series of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

11320—Woodpulp, for export to Mexico, CL, eastbound: Request for amendment of Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent), to provide for carload rate of 65c per 100 lbs. on woodpulp from North Coast shipping points to El Paso, Texas, to apply on traffic destined Mexico City.

11321—Hogs, in double-deck cars, westbound—to San Diego, Calif.: Request for amendment of Item 2045-B, Tariff 36-B (I.C.C. No. 1223, H. G. Toll, agent), to provide that rates named therein on hogs, in double-deck cars, will also apply to San Diego; in other words, eliminate the Circle 42 reference mark in connection with San Diego, Calif., also explanation therof.

11322—Alcohol (other than denatured or wood) in bond, in metal cans in boxes, or in bulk in barrels or drums, CL, westbound: Request for amendment of Item 1563 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to also include alcohol (other than denatured or wood) in bond, in metal cans in boxes, or in bulk in barrels or drums, minimum weight 40,000 lbs., at the same rates as applicable on shipments in tank cars.

11323—Second-hand machinery, CL and L.C.L., westbound: Request for establishment of one-half of tariff carload and less carload rates on second-hand machinery from Group "F" Texas point to California under Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

11324—Paper or paper articles, viz: printed advertising matter, books N.O.S., printed matter N.O.S., etc., CL, westbound—from Groups "L" and "M": Request for amendment of Items 4290 and 4295 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for the following carload rates (in cents per 100 lbs.) from—

Groups:	L	M	Min. Wt.
	214	267	36,000
	165	165	50,000

11325—Dried or ground kelp, CL, eastbound: Request for amendment of Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent), to provide for the following carload rates (in cents per 100 lbs.) on dried or ground kelp, in heavy Burlap bags, from California to—

B	C-C1	D-E	F-G-H	J	Min. Wt.
90	80	72	65	65	50,000
80	70	62	55	52	60,000

11326—Grain and grain products, CL, westbound—from C. B. & O. B. R. stations in Nebraska to California: Request for amendment of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummersem, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide that Group "G" rates will apply on grain and grain products as described in Items 2000, 2005, 2010, 2015 and 2020, from following C. B. & O. B. R. stations in Nebraska: Sweetwater, Hazard, Litchfield, Mason, Ansley, Rerayn, Broken Bow.

[continued on page 4]

**Transcontinental Freight Bureau Docket**

[continued from page 3]

11327—**Builders' hardware**, CL, westbound: Request for amendment of Item 3077-A, Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummerzen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide that rates in connection with minimum weight of 60,000 lbs. carried in Section 2 will also apply on articles described in Section 1.

11328—**Butter**, CL, westbound: Request for carload rate of \$1.97 per 100 lbs., minimum weight 30,000 lbs. on butter from Group "J" to California under Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummerzen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

11329—**Insulating material**, LCL, westbound: Request for amendment of Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummerzen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-E (I.C.C. Nos. 128, A-287, 2286 and 1239 of Frank Van Ummerzen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for the same less carload rates on insulating material (Item 1620) as applicable under Item 3372 of the tariffs.

11330—**Scrap copper**, CL, westbound: Request for amendment of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummerzen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to provide for carload rate of 60¢ per 100 lbs. on scrap copper, minimum weight 36,000 lbs. from Victoria, (Midland Terminal Ry.) to Fortina.

11331—**Clay or pitch targets in mixed carloads with small arms ammunition**, westbound: Request for amendment of Item 1607 of Tariffs 1-H (I.C.C. Nos. 126, 2273 and 1237 of Frank Van Ummerzen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-E (I.C.C. Nos. 128, A-287, 2286 and 1239 of Frank Van Ummerzen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to include clay or pitch targets in mixed carloads.

11332—**Hay**, CL, eastbound—Marshall, Utah, to Group "R": Request for carload rate of 75¢ per 100 lbs. on hay, minimum weight 50,000 lbs., from Marshall, Utah, to Group "B" under Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent).

11333—**Feldspar**, CL, westbound—Grinding-in-transit: Proposal to amend Item 2553 of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummerzen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively), to permit privilege of grinding-in-transit as published in tariffs of individual lines.

11334—**Hops**, machine-compressed, N.O.S., in bales or boxes, LCL and CL, eastbound: Request for amendment of Item 2260 of Tariffs 2-Y (I.C.C. No. 1233, H. G. Toll, agent) and 3-B (I.C.C. No. 1238, H. G. Toll, agent), to provide for the following rates from the Pacific Coast to eastern destinations:  
LCL...\$2.50 per 100 lbs.  
CL...\$1.75 per 100 lbs., min. wt. 20,000 lbs.

11335—**Wool and mohair to stations on Louisiana, Arkansas & Texas Ry.**: Request for representation of the La., Ark. & Tex. Ry. as a participating carrier in wool and mohair Tariff 33-C (I.C.C. No. 1196, H. G. Toll, agent).

11336—**Brass scuttle tanks (used in connection with furnace humidifier pans)**,

LCL and CL, westbound: Request for inclusion of these brass scuttle tanks in Item 1830-A of Tariff 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummerzen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

11337—**Onions**, for export to Cuba, CL, eastbound: Proposal to reduce the carload rate on onions from California to Gulf ports when for export to Cuba under Item 5320 of Tariff 3-B (I.C.C. No. 1238, H. G. Toll, agent), account rates available via California ports and Panama Canal; minimum weight to be 30,000 lbs. or 35,000 lbs.

11338—**Insulating material (bauxite ore concentrates and asbestos combined)**, CL, westbound: Request for inclusion of insulating material (bauxite ore concentrates and asbestos combined), in solid flat blocks or solid flat sheets, or in forms or shapes other than solid flat blocks or solid flat sheets, in Item 1620 of Tariffs 1-H (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummerzen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively) and 4-E (I.C.C. Nos. 128, A-287, 2286 and 1239 of Frank Van Ummerzen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

**Bauxite ore concentrates in powdered form in mixed carloads with insulating material**, westbound: Request for inclusion of bauxite ore concentrates in powdered form, mixed carloads, in Item 1620 of Tariffs 1-H and 4-E.

11339—**Wooden automobile seat frames**, flat, in the white, CL, eastbound, also in mixed carloads with other wooden automobile body parts, eastbound: Request for inclusion of wooden automobile seat frames, flat, in the white, in following items of Lumber Tariffs 17-K (I.C.C. No. 1240, H. G. Toll, agent), 18-K

(I.C.C. No. 1222, H. G. Toll, agent), 28-J (I.C.C. No. 1235, H. G. Toll, agent), Items covered by wooden mobile parts rates based on 110% of "D" rates

Items of Group "D" Lumber list	180, 365	180	216
	40-F, 160-E	40-C	46-A
	40-C, 160-C	40-C	46

10943 (Reopened) — **Spark plug brackets, made of iron or steel or combined with fibre, in mixed car with metal automobile parts**, bound: Request for inclusion of plug wire brackets, made of iron or steel or combined with fibre, in carloads, in Item 5435 of Tariff (I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummerzen, W. S. Curlett, B. T. Jones and H. G. Toll, agent, respectively) and 4-E (I.C.C. Nos. A-287, 2286 and 1239 of Frank Van Ummerzen, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively).

11191 (Amended) — **Plywood (softwood) with fir cores, faced with hard veneers**, CL, eastbound: Request for amendment of Item 180 of Tariff (I.C.C. No. 1240, H. G. Toll, agent), 40-F of Tariff 18-K (I.C.C. No. 122 G. Toll, agent) and Item 40-C of 1-28-J (I.C.C. No. 1235, H. G. Toll, agent), (list of softwood lumber and manufactured therefrom, including plywood and veneer, subject to modify Group "D" rates) to include plywood (softwood) with fir cores, and with hardwood veneers.

11296 (Amended) — **Ground petrole coke (carbon flour)**, CL, eastbound: Request for inclusion of ground petrole coke (carbon flour) in Item 174 of Tariff 2-Y (I.C.C. No. 1233, H. G. Toll, agent).

**FOREIGN TRADE TIPS**

Inquiries concerning these opportunities should be made to the Foreign Trade Department of the San Francisco Chamber of Commerce, 5A venport 5000, list numbers being given.

- 20292—**Sail and Motor Boats**.  
San Francisco, California. A Holland manufacturer of sail boats, motor yachts, etc., wishes a Pacific Coast representative.
- 20293—**Coffee**.  
San Francisco, California. A firm in Holland wishes to purchase "all kinds of coffee" from a San Francisco importer.
- 20294—**Chinchilla Rats**.  
San Francisco, California. A Norwegian firm is interested in the importation of chinchilla rats (chinchilla lanigera).
- 20295—**Canned and Dried Fruits**.  
Paris, France. Company engaged in importing wishes to contact exporters of canned and dried fruits.
- 20296—**Canned Goods, Tanned Leathers, Etc.**  
Paris, France. Party desires to obtain the representation of exporters of canned goods, provisions, tanned leathers, and other "good-selling lines."
- 20297—**German Peat**.  
Stockton, California. Party in the seed and fertilizer business is inquiring for names of local importers of German peat.
- 20298—**Representation**.  
San Francisco, California. Party located in Poland is desirous of representing local firms there.
- 20299—**Sardines**.  
Budapest, Hungary. Party wishes to obtain the agency for a packer of California sardines packed in natural or cottonseed oil in 1 1/2 oz. oval cans. References.
- 20300—**Springs, Chains, Wires**.  
San Francisco, California. Czechoslovakian manufacturer of wires, springs, bed-springs

- furniture springs, and chains desires a local representative.
- 20301—**Dried Fruits**.  
Casablanca, Morocco. Manufacturer's agent wishes to secure the agency of a local exporter or packer of dried plums, apples, apricots, etc. References.
- 20302—**Senna Leaves and Pods, and Cashewnut Kernels**.  
Madras, India. Exporter of above commodities is anxious to form connections locally. Senna leaves and pods (samples) on file.
- 20303—**Buyer**.  
Peking, China. Experienced American buyer wishes connections with firms desiring silk embroideries, objects of art, jewelry, and furs. References.
- 20304—**Silk**.  
Canton, China. Manufacturers of Chinese silk are seeking a local market.
- 20305—**Lithographic Transfer Sheets**.  
Nagoya, Japan. Manufacturers of above for use in decorating china, glass, etc., desire local connections.
- 20306—**Bamboo Fountain Pens**.  
Tokyo, Japan. Company exporting bamboo fountain pens is seeking a local market. Reference.
- 20307—**Condurango Bark**.  
Tokyo, Japan. Company wishes to contact importers of condurango bark, which they are interested in buying.
- 20308—**Agency**.  
Cartago, Costa Rica. Party who is experienced in agency work desires to secure lines. Reference.
- 20309—**Panama Hats**.  
Ancon, C. Z. Party wants to communicate with importers of genuine Panama hats.
- 20310—**Advertising Novelties**.  
Puerto Plata, Dom. Rep. Party is desirous of representing various advertising materials, and calendars. Asks that samples, price lists, and terms be sent him.
- 20311—**Traveling Agent**.  
El Paso, Texas. Mexican business-man traveling regularly through the states of Northern Mexico, including Lower California, wishes to add rugs, groceries, and canned and dried fruit lines. Satisfactory local references.

- 20312—**Silks, Canned Goods, Dairy Products**.  
Bogota, Colombia. Manufacturers' agent wishes to add the above lines. References.
- 20313—**Colombian Produce**.  
Tumaco, Colombia. Party is seeking a market for the following commodities: fish fertilizer, unshelled coffee, cattle horns, vegetable ivory, alligator, tiger, and deer skins, resinous woods of all kinds, heron feathers, seasoning (cachibote), etc.
- 20314—**Machinery, Bread Making and Bottling**.  
Papeete, Tahiti. Partners who are planning to establish a bakery are desirous of communicating with manufacturers or exporters of bread making machinery, also bottling machinery (for soda pop).
- 20315—**Slate**.  
Genoa, Italy. Manufacturers of slate for roofing, billiard tables, blackboards, etc., are desirous of forming connections with importers of these commodities in San Francisco. Further information available locally.
- 20316—**Marble**.  
San Francisco, California. Shippers of white and colored granulated marble produced in northern Italy, desire to communicate with interested firms in San Francisco. Price list and samples are available.
- 20317—**Woolen Rugs**.  
San Francisco, California. Shipper, located in Bordeaux, France, is interested in communicating with San Francisco buyers of woolen rugs and materials.
- 20318—**Status**.  
San Francisco, California. French manufacturers of statuettes desire to enter into relations with firms in San Francisco interested in the importation of these articles.
- 20319—**Representation**.  
San Francisco, California. Party with several years' experience in South American countries, who speaks several languages, is seeking the representation of a local firm for South America, especially interested in Argentina and Chile. His specialty is agricultural machinery, also automobiles. Local references.

**SPECIFICATION**

The following specifications covering bids requested now on file at the Foreign Trade Department:

For supplying the War Department with subsist goods to be delivered at Mason by September 8, for shipment to the Department Quartermaster, Philippine Department, Manila, P. I. Bids to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Mason, San Francisco, and be opened July 31, 1930.

For supplying the War Department with subsist goods to be delivered at Mason by September 8, shipment to the Quartermaster, U. S. Army Troops in China, Tientsin, China. Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Depot, Fort Mason, San Francisco, and will be opened July 31.

Bids are to be submitted to the U. S. Engineer Office, Fort Crockett Bldg., Sacramento, for supplying miscellaneous castings, etc., and will be opened July 22, 1930.

For supplying the War Department with camouflaged equipment, drill casing, bolts, was welding rods, pipe hangers straps, cocks, valves, uncleanouts, water closet and seats, electric axle rosettes, reflectors, outlet covers, resistance units, blueprint frame. Bids are to be submitted to the Office of the General Purchasing Officer, Washington, D. C., and will be opened July 23.

# Tonnage Increase in Bay Commerce Shown!

## Furniture Men From 11 States Coming to S. F.

RETAIL furniture dealers from all parts of the eleven western states will be in San Francisco next week from July 28 to August 1, to attend the Pacific Coast Furniture Week in the San Francisco Furniture Exchange.

held in this nine-floor market place, Pacific Coast and eastern manufacturers' furnishings will be displayed and new designs of furniture, presses, lamps and accessories.

educational luncheons in the room at the Palace Hotel will be a part of the furniture market week program, which is as follows:

Monday, July 28, Frank K. Runyan, managing director of the Retail Furniture Association of California will speak on "Big Events" in which he will outline plans for western dealers to cooperate in nationwide furniture merchandising for which manufacturers have appropriated a million-dollar advertising budget.

President Leland W. Cutler of the San Francisco Chamber of Commerce will speak on "Teamwork" at the Tuesday, July 29, session. In his talk, which will be broadcast over Radio KPO, Mr. Cutler will tell the dealers of the community of their hold with San Francisco.

"The Upgrade at Last," will be the title of Merchandising Director Bert E. Jakway of the National Home Furnishings Program of Chicago, Ill., on Wednesday, July 30. Mr. Jakway is a national authority on interior decoration and was most helpful to dealers in his "Ensemble Selling" last year.

## Notice of Action Taken By Endorsement Council

- CALIFORNIANS INC.** ..... Endorsed  
(Campaign to raise \$400,000 from October 6 to December 13, 1930, for National advertising and publicity for San Francisco and Central and Northern California)
- JEWISH NATIONAL WELFARE FUND OF SAN FRANCISCO, Inc.** ..... Endorsed  
(Campaign to raise \$265,000 from September 29 to October 10, 1930, to assist Jewish Charitable and Cultural Agencies in the United States and abroad)
- INTERNATIONAL BROTHERHOOD WELFARE ASSOCIATION** ..... Not Endorsed  
(Campaign to raise an unlimited amount of money to take care of the overflow of unemployed existing at present)
- PAN-AMERICAN RECIPROCAL TRADE CONFERENCE** ..... Not Endorsed  
(Campaign to raise \$100,000, of which \$40,000 is allocated to San Francisco for promotion of Trade Conference to be held in Sacramento, August 25 to 30, 1930)
- FRATERNAL ORDER OF EAGLES** ..... Not Subject to Endorsement  
(Campaign to raise \$60,000, one-half to be contributed by their own organization, to defray expenses for convention to be held in San Francisco, August 11 to 16, 1930. This is a legitimate project and is being conducted by a responsible group)
- RESERVE OFFICERS' ASSN. OF THE UNITED STATES** ..... Not Subject to Endorsement  
(Campaign to raise approximately \$4000 by sale of tickets or contributions to meet expenses for Third Annual Military Ball to be held in San Francisco. This is a worthy project and is being conducted by a responsible group)
- S. F. CENTER OF CALIF. LEAGUE OF WOMEN VOTERS** ..... Not Subject to Endorsement  
(Campaign to raise \$5000 through a membership drive confined to a selected club list. This is a worthy cause and is sponsored by responsible citizens)

JOHN L. CLYMER, Secretary.

## 47 Million Tons Handled in 1929; Values Also Grow

**A**N increase of 10.2 per cent in value and a 14.7 per cent increase in tonnage during 1929 are shown in San Francisco bay commerce figures, analyzed by the Foreign Trade Department of the San Francisco Chamber of Commerce. According to data compiled recently by the Chief of Engineers, U. S. Army, 1929 dollar value amounted to the stupendous sum of \$2,488,748,010 as against \$2,257,747,250 for 1928. Tonnage figures of San Francisco Bay commerce totaled 47,076,540, compared with 41,019,019 tons in 1928.

"The greater increase in tonnage than in dollar value is largely attributable to the lower level of commodity prices prevailing during 1929," states Wm. L. Montgomery, head of the Foreign Trade Department.

When the 47,076,540 tons are analyzed, they show the following divisions: foreign, 25,126,596 tons; intercoastal and east-west, 5,948,862 tons; internal waterway receipts and shipments, 15,685,000 tons. There was a noticeable increase in all divisions over 1928 commerce.

San Francisco city docks show a 1929 increase in tonnage handled of 14,419,156 tons (5.6 per cent). The value was \$1,613,104,860, an increase over 1928 figures of \$131,663,059 or 8.8 per cent. The items which make up San Francisco's commerce are: imports, 1,157,480 tons, valued at \$338,343,517; exports, 2,148,615 tons, with a value of \$197,268,113, making a total foreign trade of 3,276,095 tons, valued at \$655,717,102. This trade was a substantial increase over that of 1928. San Francisco's 1929 coastwise and intercoastal business amounted to \$822,543,137 or 7,162,061 tons. The internal traffic was \$254,950,093, which value was made by 3,981,000 tons of traffic.

Oakland's commerce increased from 4,334,515 tons to 5,798,889 tons, and from \$262,582,072 to \$326,660,366. In fact, all bay shipping points show a gratifying increase in the amount of commerce handled for the year 1929.

For  
Manufacturers' Service  
See page 3

## Manufacturing and Jobbing Survey To Help Stimulate Business Growth

**T**HE San Francisco Chamber of Commerce is interested in making a survey of manufacturing and jobbing in San Francisco. Such a survey will provide data which, when classified and studied, will constitute a fact foundation upon which the Chamber can intelligently build in its efforts to stimulate business growth for San Francisco. Within the limits of the available funds of the Chamber, it has not been practicable in the past to make a satisfactory survey of the character necessary for the Chamber's purposes.

The Curtis Publishing Company, through its Research Division, in cooperation with the Chamber of Commerce of Philadelphia, has recently completed such a survey in Philadelphia. This company proposes with the cooperation of our Chamber, to make such a survey here without cost to the Chamber. All information secured by the company will be turned over to the Chamber for such use as it may desire to make of it. None of it will be published by the Curtis Publishing Company.

[continued on page 3]

### WHEN SHOULD A GOOD PRODUCT BE ADVERTISED?

Every day . . . all day . . . week after week  
Every week . . . month after month . . . year after year  
Every year . . . so long as sales are sought!

—BARRON COLLIER.

San Francisco  
Civic Center,  
California State Library,  
Civico Branch,

# Foreign and Domestic TRADE TIPS

Inquiries concerning these opportunities should be made to the Foreign Trade Department of the San Francisco Chamber of Commerce, DA venport 5000, list numbers being given.

## Foreign Trade Tips

- 20320—Canned Tuna, Mackerel, Sprat and Herring.  
San Francisco, Calif. A Danish company, exporter of above commodities, is anxious to form connections locally.
- 20321—Dried Fruits.  
Rotterdam, Holland. Party desires to act as agent for San Francisco exporters of dried fruit and allied lines.
- 20322—Canned Goods and Dried Fruit.  
San Francisco, Calif. Buyer in San Francisco for canned goods and dried fruit to be sold in Germany wants to make new connections. Operates two factories in Germany for repacking.
- 20323—Dried Fruits, Etc.  
San Francisco, Calif. Party returning to Germany within few weeks seeks agency for California products, such as dried fruits, etc.
- 20324—Olive Oil.  
Reus, Spain. Exporter of pure oil is seeking a local market.
- 20325—Mineral Waters.  
San Francisco, Calif. Italian concern seeks a local representative for their mineral waters.
- 20326—Blankets.  
New York, N. Y. Italian exporter of silk and cotton blankets wishes to appoint a local agent.
- 20327—Representation.  
Prague, Czechoslovakia. Firm desires to obtain representation of local fruit packers.
- 20328—Spices.  
Alleppey, South India. Firm wants to communicate with importers of pepper, ginger, turmeric and other spices.
- 20329—Chinese Embroidery, Cloisonne, Rugs and Brassware.  
San Francisco, Calif. Exporter of above commodities, resident in Peking, wants connection familiar with business to handle shipments and develop business in California.
- 20330—Scrap Materials.  
Osaka, Japan. Firm wishes to purchase scraps of woolen cloth.
- 20331—Shark Fins.  
Cayenne, French Guiana. Party wishes to contact importers of shark fins.
- 20332—Canned Pineapple, Guava Juice and Guava Pulp.  
Havana, Cuba. Party is anxious to establish connections along Pacific Coast, to whom he could ship above commodities, packed in live-gallon tins.
- 20333—Representation.  
Manila, P. I. Manufacturers' agent wishes to secure the agency of a local exporter or packer of fresh fruits and various kinds of fish, on a D/P basis.
- 20334—Slate.  
Genoa, Italy. Manufacturers of slate for roofing, billiard tables, blackboards, etc., are desirous of forming connections with importers of these commodities in San Francisco. Price list and samples are available.
- 20335—Marble.  
San Francisco, Calif. Shippers of white and colored granulated marble produced in northern Italy, desire to communicate with interested firms in San Francisco. Price list and samples are available.
- 20336—Interweaving Machinery.  
San Francisco, Calif. Italian manufacturer of new type of machine for interweaving desires to communicate with firms interested in its importation. Catalogue on file.
- 20337—Canned Sardines, Canned Fruits.  
Los Angeles, Calif. Commission mer-

- chant at Budapest, Hungary, desires to represent in Hungary a California exporter of canned sardines, and also an exporter of canned fruits.
  - 20338—Dried Fruits.  
Hamburg, Germany. Commission broker with thirty years' experience seeks representation in Hamburg of local exporter of dried fruits.
  - 20339—Japanese Goldfish.  
Osaka, Japan. Company exporting goldfish is seeking a local market.
  - 20340—Machinery for Refining Soybean Oil.  
Tokyo, Japan. Company desires to get in touch with manufacturers of machinery for refining vegetable oils, particularly soybean oil. Catalogs, price lists requested.
  - 20341—Lumber.  
Washington, D. C. Party representing a Manila lumber firm is interested in finding local market among large wholesale dealers.
  - 20342—Representation.  
Montevideo, Uruguay. Party located in Uruguay is desirous of representing local firms there.
  - 20343—Dried Fruits.  
Sonora, Mexico. Company interested in purchase of all kinds of dried fruits for exportation to South America.
  - 20344—Yarn and Thread Machinery.  
Sinaloa, Mexico. Party desires to obtain modern machinery for manufacture of yarn and thread.
- ## Domestic Trade Tips
- D-3512—Representation.  
Houston, Texas. Party wishes to represent any San Francisco firm desiring to establish an agency in Houston.
  - D-3513—Exclusive Agent for City and County of San Francisco.  
San Francisco. Simple bookkeeping and income tax systems for small merchants and professional men. Knowledge of salesmanship, bookkeeping and organizing ability necessary.
  - D-3514—Electric Water Heater.  
San Francisco. Concern anxious to secure salesman to distribute their commodity which is to be sold on a commission basis. Full details on file.
  - D-3515—Sales Connection.  
Pittsburgh, Penn. Merchandise brokers are desirous of making connections with packers in San Francisco, of peaches, pineapple or grapefruit.
  - D-3516—Distributor.  
Memphis, Tenn. Manufacturers of a patented ice cream product are anxious to secure a capable distributor of their commodity. Full details on file.
  - D-3517—Agency.  
Buffalo, New York. Well established concern interested in securing agency for firm wishing to establish an outlet for their product in this territory.
  - D-3518—Representative.  
San Francisco, Calif. Party interested in netting as exclusive sales representative in the Pacific Coast territory for manufacturers located in the East, selling to the wholesale trade only.
  - D-3519—Dried Beans.  
New Orleans, La. Commission merchants anxious to make connections with concern in this city who is interested in selling dried beans on a commission basis.
  - D-3520—Sea Food.  
New Orleans, La. Well established concern interested in securing agency in San Francisco for the distribution of crab meat, oysters and frogs. Party with experience in sea food preferred.
  - D-3521—Sales Agency.  
Muskegon, Mich. Manufacturers of piston rings anxious to secure an agency in this city. Full details on file.

# INDUSTRIAL Development...

Reported by the Industrial Department

## New Industries

G. H. Mansfield & Co., manufacturer of fishing tackle of all varieties, with head offices and factory at Canton, Mass., has recently established western branch headquarters at 583 Market Street. According to R. B. Rankin, Pacific Coast Manager, this concern is one of the oldest fishing tackle manufacturers in America, having been established in 1821, and it was decided to open this direct factory branch in San Francisco in order to give better service to trade in this western territory. A large stock of products of the company is carried, and all the area from Denver west, and from British Columbia to Mexico is served. Products are also being exported from this branch. Prior to the establishment of a direct factory branch here, Mr. Rankin represented the concern as manufacturer's agent.

Bell Peroo Cereal Company, manufacturer of the coffee substitute known as "Peroo," with headquarters and factory in Los Angeles, has just established a branch office in San Francisco, at 268 Market Street, to service this city and bay counties. The new branch here is under the management of A. Cerwin, and has eight employees at present.

## Expansions

An extensive expansion program is being carried out by W. P. Fuller Company, pioneer manufacturers of paints, lacquers and varnishes, with factory at South San Francisco, and offices at 301 Mission Street. A two-story warehouse containing 16,000 square feet, has just been completed at South San Francisco, representing an investment of about \$20,000. It was found necessary to construct this building due to lack of facilities for storage of cans to take care of increased output of paints. In addition, a four-story addition has been constructed to the varnish factory which will be used for the warehousing of varnish products. This addition, which cost in the neighborhood of \$7000, contains 7600 square feet. The Fuller Company has also commenced construction in Sacramento of a two-story and basement concrete paint warehouse which will contain 12,000 square feet. This structure will be completed in from 60 to 90 days, and will represent an investment of \$24,000.

A three-story addition is being constructed for the Sanborn Map Company, with head offices in New York City, and western headquarters and branch factory at 640 California Street. Addition will be used for production purposes, will contain approximately 2500 square feet, and will be completed in the early part of next year. This concern employs at present about 70 people, and when the new addition is completed, production will be increased about 20%. Company makes maps showing construction and location of buildings, and these maps are distributed principally to fire insurance concerns, public utility companies, and municipalities throughout the western states.

Libby, McNeill & Libby, with head offices in Chicago and Pacific Coast headquarters in the Merchants Exchange Building and operating several large canning plants throughout the state, is remodeling, reconstructing and making improvements in the fruit and vegetable canning plant at Sunnyside. New machinery is being installed, and these improvements represent an investment of ap-

proximately \$50,000. Products of 11 plants, which include canned meat, milk, fruits and vegetables, and condiments, have a nationwide distribution.

In order to provide additional space, The Pacific Heating Co., manufacturer of gas furnaces, has offices from 305 Valencia Street—Stevenson Street, where the fact the company is located.

## News Notes

The Bell Exercising Machine Co., a subsidiary of the Bell Chesterfield Company of San Francisco, has been organized for the purpose of factoring an exercising machine. tory is located at 3177 17th Street demonstration rooms under the Bell Institute which are located Sutter Street. This new San Francisco product is designed to give well-rounded exercise to the individual whose option does not provide it. Plans of company call for nationwide distribution with the establishment of Bell in other cities. Joseph D. Bell is president.

Bollack Kaestner Co., Ltd., org several months ago, has purchased Coast Leather Goods Co., 70 O'Connell Street, San Francisco in 1924. Concern will continue the manufacturer's leather and fabric handbag specialties at the above address. At present the company employs 15 people and pies one floor. Products are distributed widely throughout the western states.

## Distributors

Growing from a small office in 1918, C. L. Duncan Company has increased business to cover the entire Pacific Coast and has recently constructed a large house for the storing of linseed product of Spencer Kellogg & Sons other raw paint materials at 1001 S. tenth Street. Land and the 14,000 square foot building represent an investment approximately \$85,000. Materials than linseed oil handled by the Duncan Company, with stock carried the above address, are: China wood soya bean oil, creosote, chemical dry earth colors, lithophone, castor lamp black, barytes, and raw pigments, and territory covered from San Francisco headquarters is northern California, Nevada and Hawaii. Branch offices are located elsewhere on the coast.

## Special Notice

The Consul General of Honduras, J. A. Membreno, has informed the Foreign Trade Department that by decree of the Government of Honduras, dated 28th, shipments to that country no longer be accompanied by manufacturer invoices. The commercial invoice, however, be written in Spanish and exactly with the consular invoice.

## Revenue Freight Load

Loading of revenue freight the ended June 28 totaled 936,848 cars according to the car service division of American Railway Association. This an increase of 15,989 cars above the ending week but a reduction of 15 cars under the same week in 1929 and 851 cars below the same week in 1928.

Miscellaneous freight loading for week of June 28 totaled 371,999 cars, 6 cars under the same week in 1929, 20,653 cars under the corresponding week in 1928.

Loading of merchandise less than load lot freight amounted to 239,544 a decrease of 21,161 cars below the responding week last year and 19,355 below the same week two years ago.

Vacation time is here...  
Put out that camp fire  
and SAVE our forests.

# of C. Plans Industrial Artery

## is Street Widening To Aid Industry

ANS for a 150-foot industrial boulevard over Illinois Street to extend along the Embarcadero south over the new Third Street to Islais Creek were launched last at a joint meeting of the San Francisco Chamber of Commerce Industrial Committee and members of the Streets and Board of Supervisors. They have long felt the need of a great artery to serve the future industrial waterfront development southward, stated C. E. Baen, chairman of the activity, "and the next step in our program following the successful completion of the campaign to secure the building of the new Third Street Bridge." The present widening plan, a single curve would carry traffic from the Third Street Bridge into Illinois Street at Fourth Street. From there the entire street would be widened to 150 feet to a point south of the street, from where another wide curve would carry traffic back onto Illinois Street at the Islais Creek Bridge. Provision for railroad tracks would be made in the new street and it is expected that the State Belt Railway and other railroads serving the area will be able to provide better facilities for their present and future wharfment.

quest has already gone forward Chairman James E. Power and members of the Supervisors' Streets Committee to the city engineer for plans and estimates of the proposed project which is expected to be completed within six months. Following the submission of estimates, conferences will be held with representatives of the State Harbor Board, other interested in the project.

Members of the Chamber of Commerce Industrial Committee have long realized it is absolutely necessary that we have the San Francisco industrial district made physically attractive to major industries, as we are to secure them," Mr. Baen states, "and we have therefore successfully advanced projects for the development of the Islais Creek industrial building of a new Third Street Bridge, and now the Illinois Street widening coordinated parts of a major industrial development plan. When this plan is completed, San Francisco will be in a position to take best advantage of the industrial district of the channel, and in the not distant future, we confidently expect our system of wharves extended southward to Islais Creek."

present at the meeting included Supervisors James E. Power, Andrew J. Fisher, and Victor J. Canepa; Assistant City Engineer W. H. Ohmen representing

## Transportation Department Announces New Service

Commencing with this issue, in an attempt to improve its service to the membership, the Transportation Department will hereafter publish in each issue of San Francisco Business such proposals as come to the department's attention concerning transportation matters of importance to shippers and receivers of freight.

This will supplement the department's efforts to notify interested members concerning proposed changes in rates, etc., but as this method will furnish our principal and only positive medium for presenting such information, it behooves all members and their employees interested in transportation matters to watch these columns.

## President Cutler Talks on Teamwork and Its Relationship to Industry

"The Importance of Teamwork and Its Relationship to Industry," was the subject of an address by President Leland W. Cutler of the Chamber of Commerce before several hundred leaders of the furniture industry, at the Palace Hotel on Tuesday. The occasion was the thirtieth semiannual luncheon of Furniture Market Week and was attended by representatives of the furniture industry from eleven western states. Mr. Cutler's address follows:

MR. CHAIRMAN and gentlemen of the furniture industry of the West, I am honored in being asked to speak to you today and this is the best possible time for me to speak about "Teamwork; Its Relationship to Industry"; to tell you what the San Francisco Chamber of Commerce means and what it stands for, and what it hopes to do, because I have been president of the Chamber of Commerce only a very few days.

My grandfather who was a minister of the gospel, used to say, that next to a boy with a loaded shotgun, the most dangerous thing in the world was a preacher with a scant knowledge of the Bible. I know just enough about Chamber of Commerce work to be dangerous. But, I know this about any Chamber of Commerce, it must take the leadership in getting men to work together for the business and industry in which they are engaged. Any Chamber of Commerce ought to point a path where men can walk together for the good of all, and where men will have in mind, above all else, not themselves, but the business to which they have dedicated their energies, their brains, their lives; upon the success or failure of which business must depend, their peace of mind, their comfort, and their home.

You know I think any Chamber of Commerce has a lot to do with the home. Homes can be happy, even if business isn't good, if you so conduct your business that at night time you will have the consciousness of a work well done, of having kept in step with those who walk the road we walk, of having played the game. You know, when the day is done, you and I can't fool anybody at home. We can't fool ourselves, whether we have done a man's work with other men, or just lagged behind and played a selfish game. Of course, a Chamber of Commerce has to do with business, but what is business after all, except the thing by which men live, and how can men live in honor and pride unless they fit their conduct to the needs of the other man? A city must have its industry, its business, and its wealth, but a city must also have its home, its playtime, its understanding of those things that in a crowded day stir the hearts of men to touch their neighbor's hand in faith. The San Francisco Chamber of Commerce dedicates itself to all of these.

Assistant City Engineer Clyde E. Healy, who has been active in forwarding the development of the project; C. E. Baen, chairman of the Chamber's Third Street Bridge and Illinois Street Widening Committee, Harry J. Moore, and Manager C. A. Fleming of the Chamber of Commerce Industrial Department.

## S. F. Will Now "Cash In" On Great Asset

IN an effort to cash in on the Golden Gate as one of the great scenic assets of a trip to San Francisco, the San Francisco Chamber of Commerce through its International Trade and Commercial Relations Department has petitioned thirty-two passenger lines to schedule entry through the Gate during daylight hours. In a letter to the shipping companies, W. L. Montgomery, assistant manager of the department, wrote:

"The scenic beauty of the Golden Gate with San Francisco thrusting itself out of the sea on one side and with Mt. Tamalpais and the Marin hills jutting skyward, is perhaps unrivaled by any other world port of call and is an unforgettable, thrilling delight to all visitors entering San Francisco by water. We believe that travel to the city could be materially increased if all passenger carrying ships would advertise throughout the world that they enter the Gate by daylight rather than pushing through before dawn to temporary anchorage.

"San Francisco leads all Pacific Coast ports in the number of off-shore passengers arriving and departing. There is no doubt in our mind that many more tourists would be encouraged to enjoy water travel to San Francisco if they were assured of coming through the Gate by daylight. This would provide increased revenues which ought to more than offset any expenses which might be incurred in change of schedules necessary to bring ships in and out of the Golden Gate during hours when the scenic wonders of the Gate are favorable to passengers."

More than a score of the companies addressed replied that they were either operating under such a rule at the present time or would change their schedules in consonance with the request of the Chamber.

Now, I don't know anything about the furniture business, but I know that I have a lot of furniture in my house, on the lawn, on the roof, and in the basement, that maybe I don't need. But I wanted it, and I bought it because I had heard about it, or seen it displayed, or else read about it. Maybe I have forgotten the name of the firm who displayed it, but I bought the furniture. On the Pacific Coast there are thousands of people who

[ continued on page 4 ]

San Francisco  
Clavie Center  
Free Public Library

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

# Transcontinental Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

**11357—Furniture springs and automobile cushion springs.** CL, westbound: Request for carload rate of \$100 per 100 lbs. on furniture springs and automobile cushion springs, minimum weight 36,000 lbs., from Group "D" to Calif., under Tariff 1-H, I.C.C. No. 1237, H. G. Toll, agent.

**11358—Plaster boards (fireboard, pulpboard, felt or fibre and plaster combined), straight carloads, also in mixed carloads with plaster,** westbound: Request for amendment of Item 4491, Supplement 2 to Tariff 1-H, I.C.C. No. 1237, H. G. Toll, agent, to provide following carload rates, minimum weight 60,000 lbs., to California from—

Fort Dodge, Iowa	.....59½c
Southard, Okla.	.....51c
Sweetwater, Texas	.....51c

**11359—Dried beans,** CL, eastbound: Request for carload rate of 75c per 100 lbs., minimum weight 100,000 lbs., on dried beans from the North Coast to Group "C," Tariff 2-Y, I.C.C. No. 1233, H. G. Toll, agent, this basis to alternate with present bases in Item 3512-D.

**10803 (Reopened)—Safety razors, gold or silver plated, with or without blades, in boxes, any quantity, westbound:** Proposal to amend Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 1-E, I.C.C. No. 1239, H. G. Toll, agent, to provide for any quantity rate of \$5.55 per 100 lbs. on safety razors, gold or silver plated, with or without blades, in boxes, from Group "A" to the Pacific Coast.

**10857 (Reopened)—Chocolate, chocolate coating and cocoa,** CL, eastbound: Request for carload rates to Groups "B" and "C" under Item 1583 of Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent, based usual grade over Group "D" rate of \$1.25 per 100 lbs.

**11414 (Amended)—Framed pictures (value not exceeding 50c per lb.),** LCL, eastbound: Request for amendment of Tariff 2-Y, I.C.C. No. 1233, H. G. Toll, agent, to provide for the same less carload rates on framed pictures (value not exceeding 50c per lb.) from the North Coast to Group "D" and west as applicable westbound under Item 1287 of Tariff 1-E, I.C.C. No. 1239, H. G. Toll, agent.

**Framed pictures (value not exceeding 50c per lb.),** CL, eastbound: Request for amendment of Tariff 2-Y, I.C.C. No. 1233, H. G. Toll, agent, to provide for carload rate of \$2.75 per 100 lbs., minimum weight 21,000 lbs., on framed pictures

(value not exceeding 50c per lb.) from the North Coast to Group "D," with rates to groups west thereof on usual grade.

**11360—Animal or poultry feed,** CL, eastbound—From Arizona to Texas and Louisiana: Request for establishment of the following carload rates in Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent, on animal or poultry feed, minimum weight 40,000 lbs., from Phoenix and other Arizona points:

To Texas Group "F" and "H" points, 65c per 100 lbs.

To Louisiana Group "E" points, 70c per 100 lbs.

**11361—Swedish health bread, in cases,** LCL, westbound: Request for the following less than carload rates (in cents per 100 lbs.) on Swedish health bread, in cases, under Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I.C.C. No. 1239, H. G. Toll, agent, from Minneapolis, Minn.:

To California Rate Basis 3 points, 282½c.

To North Coast Rate Basis 1 point, 275c.

**11362—Automobile lamps, including bulbs for same, in mixed carloads with metal automobile parts, machinery, etc.,** eastbound: Request of one shipper for inclusion of automobile lamps, including bulbs for same, mixed carloads, in Item 1115 of Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent.

Also request of another shipper for amendment of Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent, to provide for mixed carload shipments of machinery, machines, etc., as described in Item 2560 of the tariff and automobile lamps, including bulbs for same, from Calif. to eastern points on somewhat the same basis as provided for westbound per Items 3960-A, 5426-B and 5437-A, Tariff 1-H, I.C.C. No. 1237, H. G. Toll, agent, at slightly higher rates than applicable on metal auto parts.

**11363—Raisins cooked in own juice crushed, colored and artificially flavored, and put up in crates or barrels,** LCL, eastbound: Request for less carload rate of \$2.75 per 100 lbs. on raisins cooked in own juice (crushed, colored and artificially flavored), and put up in crates or barrels, from California to Group "D" and west under Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent.

**11364—Zinc dross or zinc skimmings,** CL, eastbound: Request for carload rate of 89.40 per net ton on zinc dross or zinc skimmings from Silver King, Idaho (Group 2) to Quinton and Kusa, Okla., under Un. Pac. Tariff 6001-H, I.C.C. 3959.

**11365—Paper drinking cups and paper bottle caps in mixed carloads with other paper articles,** westbound: Request for inclusion of paper drinking cups and paper bottle caps, mixed carload, in Item 1290, Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 1-E, I.C.C. No. 1239, H. G. Toll, agent.

**11366—Refrigerators and cooling machines combined in mixed carloads with machinery, machines, etc.,** westbound: Request for inclusion of refrigerators and cooling machines combined in Item 3960-series, Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I.C.C. No. 1239, H. G. Toll, agent.

**11367—Children's knit suits, also woolsen suits,** LCL and CL, westbound: Request for amendment of the entry in Item 2139-A of Tariff 1-H, I.C.C. Nos. 126, A-283, 2273 and 1237 of Frank Van Ummeren, W. S. Carlett, B. T. Jones and H. G. Toll, agents, respectively, now reading: "Suits (children's knit cap, coat and leggings or booties), including woolsen suits (children's knit cap, coat and leggings or booties)" so as to read:

Children's knit suits (including knit cap, coat and leggings, or booties) and woolsen suits (including children's knit cap, coat and leggings, or booties).

**11368—Clay conduit,** CL, westbound: Request for amendment of Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I.C.C. No. 1239, H. G. Toll, agent, to provide for carload rate of 68½c per 100 lbs. on clay conduit, minimum weight 50,000 lbs., from Brazil, Ind., (Group "C") to the Pacific Coast.

**11369—Art objects of wood, stone, glass or ivory, either carved or painted, lacquered ware N.O.S., cinnabware, Cloisonnaware or enameled ware, wooden vase bases and figures, imported,** LCL, eastbound: Request for amendment of Item 790 of Tariff 30-8, I.C.C. No. 1234, H. G. Toll, agent, to include art objects of wood, stone, glass or ivory, either carved or painted (or such other description as will cover a complete line of these articles), also by reducing the present rate to Rate Basis 1 from \$5.00 to \$3.00 per 100 lbs.

**11370—Cast iron or steel water column bodies, without gauge or fittings,** LCL and CL, westbound: Request for inclusion of cast iron or steel water column bodies, without gauge or fittings, in Item 3660-B of Tariff 1-H, I.C.C. No. 1237, H. G. Toll, agent.

**11371—Iron or steel hose reels, knocked-down, LCL, westbound:** Request for inclusion of iron or steel hose reels, knocked-down, in Item 5255-series, Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I.C.C. No. 1239, H. G. Toll, agent.

**11372—Ground bones or bone meal,** CL, eastbound: Request that carload rate of 68c per 100 lbs., minimum weight 60,000 lbs. on ground bones or bone meal, authorized for publication to Group "D" in Tariffs 2-Y, I.C.C. No. 1233, H. G. Toll, agent, and 3-B, I.C.C. No. 1238, H. G. Toll, agent, by Rate Advice 7675 (Docket 9775), be extended to also apply to Groups "B" and "C."

**11373—Wall board (other than plasterboard),** CL, westbound: Request for amendment of Item 1743 of Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I.C.C. No. 1239, H. G. Toll, agent, to provide for the following carload rates from Pensacola, Fla., to the Pacific Coast:

Tariff	Min. Wt.	Rate
1-H	40,000 lbs.	\$1.13 per 100 lbs.
1-H	50,000 lbs.	94c per 100 lbs.
1-E	40,000 lbs.	1.18 per 100 lbs.
1-E	50,000 lbs.	98c per 100 lbs.

**11374—Dry tankage N.O.S.,** CL, eastbound: Request for amendment of Tariff 2-Y, I.C.C. No. 1233, H. G. Toll, agent, to provide for carload rate of 68c per 100 lbs. on dry tankage N.O.S., minimum weight 60,000 lbs., from Spokane, Wash., to Group "D" and west.

**11375—Fir doors veneered with mixed carloads with fir door bound:** Request for amendment 40-F, Tariff 18-K, I.C.C. No. 122, Toll, agent, and Item 40-C, Tariff, I.C.C. No. 1235, H. G. Toll, agent, of softwood lumber and articles factored therefrom, including door veneer or veneering, subject to modify Group "D" rates), to include fir doors veneered with gu

**11376—Cocoa, in bags,** LCL and CL, eastbound: Request that Item 1583 of 3-B, I.C.C. No. 1238, H. G. Toll, be amended to also apply on c

**11377—Heat indicators in mixed c with automobile parts,** westbound: Request for inclusion of heat indicators 5437-series of Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 1-E, I.C.C. No. 1239, H. G. Toll, agent.

**11378—Metallic cadmium, LCL, bound—from Silver King, Idaho** request for establishment of the less carload rates on metallic cadmium from Silver King, Idaho, to destinations under either T. C. Tariff 2-Y, I.C.C. No. 1233, H. G. Toll, agent, or Un. Pac. Tariff 6001-H 3959 as applicable westbound plate, Item 5220 of Tariff 4-E, I.C.C. No. 1239, H. G. Toll, agent.

**11379—Fresh or frozen shrimp,** CL, eastbound: Request for rate of \$1.100 lbs. on fresh or frozen shrimp loads, minimum weight 21,000 lbs. Texas points to California under 8690, Tariff 1-H, I.C.C. No. 1237, Toll, agent.

**11380—Union Freight Railroad:** For representation of the Union F. B. R. as an intermediate party carrier in Tariffs 1-H, I.C.C. No. H. G. Toll, agent, 4-E, I.C.C. No. H. G. Toll, agent, 2-Y, I.C.C. No. H. G. Toll, agent, 3-A, I.C.C. No. H. G. Toll, agent, Districts 40-A, No. 1229, H. G. Toll, agent, Arl Circulars 59-4, I.C.C. No. 1241, H. G. Toll, agent, and 61-F, I.C.C. No. 1133, Toll, agent.

**11381—Cotton handkerchiefs, in glass play cabinets packed in fibre boxes,** LCL westbound: Request for carload rates of \$4.00 per 100 cotton handkerchiefs, in glass d cabinets packed in fibreboard from Group "D" to Pacific Coast nals and intermediate points Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I.C.C. No. 1239, Toll, agent.

**11382—Scrap metals (for remelting poses) consisting of scrap brass, lead, iron, steel and zinc, less babbitt dross, also second-hand machinery,** CL, westbound: Request for amendment of Tariffs 1-H, I.C.C. 1237, H. G. Toll, agent, and 4-E, No. 1239, H. G. Toll, agent, to provide for reduced carload rate on metals (for remelting purposes) consisting of scrap brass, copper, iron, steel and zinc, lead and dross, also second-hand machinery Group "J" to the Pacific Coast.

It is suggested by carrier that lead, iron, steel and zinc be given same rate as on brass and copper 3753, min. 60,000 lbs.

**11383—Candelabra and votive candle any quantity,** westbound: Request for establishment of any quantity modify rate on candelabra and candelabra from Group "C" to C nia under Tariff 1-H, I.C.C. No. H. G. Toll, agent, account rates able via Atlantic ports and P Canal.

**11384—Piano benches in mixed c with bedroom and dining room ture,** westbound: Request for in

# Foreign and Domestic TRADE TIPS

Information concerning Foreign Trade Tips is made to the International Trade Commercial Relations Department of the San Francisco Chamber of Commerce, report 5000, list numbers being given.

## Foreign Trade Tips

**Chick Peas.** San Francisco, Calif. Local bank is in on behalf of a foreign buyer, for names and addresses of dealers in porters of chick peas.

**Fresh Fruits.** London, England. Foreign trade house connections with exporters of California fresh fruits.

**Cattle Feed.** San Francisco, Calif. A large Holland firm of cattle feed (oats and barley) would like to correspond with Pacific Coast dealers in these products.

**Angora Wool.** San Francisco, Calif. Organization is working for the names of importers of wool.

**Punk Knives.** San Francisco, Calif. A firm in Finland, specializing in hand made knives of a highly Finnish design suitable for men, etc., is anxious to find a martally.

**Cranes.** San Francisco, Calif. A French manufacturer of cranes suitable for loading unloading trucks seeks an agent in California.

**Skins, Hair, Etc.** Calcutta, India. Trading company wishes to contact importers of reptile cowtail hair, goat skins, etc.

**Second-Hand Clothes.** Osaka, Japan. General import-export firm wants to establish connections with exporters of second-hand clothes.

**Copra.** Batavia, Java. Exporter of "fair merable sundried" copra desires local connections.

**Spices.** Los Angeles, Calif. Company engaged in the export of spices, teas, etc., wishes to communicate with grinders of spices whose firms interested in importing from the D. I.

**Asphalt.** Havana, Cuba. Company is offering asphalt, both brilliant and dark, at \$21 on double sacked in sugar sacks, etc., Havana. Samples and terms available.

**Dried Shrimp.** San Francisco, Calif. Firm specializing in dried shrimp with and without wings wants to communicate with buyers in San Francisco.

**Printing Presses.** Quito, Ecuador. Party desires to communicate with manufacturers of hand presses for stamping envelopes, letters, maps, cards, loose leaves, etc., with all the necessary supplies.

**Representation.** New York, N. Y. Corporation with organizations in England, Union of South Africa, and India, is desirous of representing local houses in these countries.

**20359—Representation.** San Francisco, Calif. South American who has had 15 years' experience as a traveling salesman in South America and who is returning to South America on August 2 wishes to represent a local firm in any or all of the Central and South American countries.

## NATIONAL EXPOSITION AT MEXICO CITY

A National Exposition will be held in Mexico City during the month of November, 1930. President Ortiz Rubio, the Federal Government, and governors of the Mexican states have approved the plan and are giving it their enthusiastic support. Many business men, merchants, and industrialists are expected to visit the exposition during the month it is in progress.

The exposition will be divided into the following sections: Industry, agriculture, mining, communications and popular arts. There will be foreign as well as Mexican exhibits. Four days will be particularly set aside for foreign exhibits and special festivities will be organized for the occasion.

Arrangements have been made whereby foreign exhibits will enter Mexico "in bond," and duties will have to be paid only in case the merchandise or machinery is sold there.

Additional information regarding the exposition may be secured from the Department of International Trade and Commercial Relations.

## Transcontinental Freight Bureau Docket

[continued from page 2]

of piano benches in Section 5, Item 2875-B of Tariff 1-H, I.C.C. No. 1237, H. G. Toll, agent.

**11385—Cereal food preparations, for export, CL, westbound:** Request for amendment of Tariff 29-T, I.C.C. No. 1236, H. G. Toll, agent, to provide for carload rate of 85¢ per 100 lbs. on cereal food preparations as described in Item 2035 of Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 1-E, I.C.C. No. 1239, H. G. Toll, agent, from Rate Basis 4 to Pacific Coast ports.

**11386—Lumber and other forest products from the North Coast to stations on Kansas & Sidel R. R., Westfield R. R. and Yale Short Line, CL, eastbound:** Request for representation of the Kansas & Sidel R. R., Westfield R. R. and Yale Short Line as participating carriers in Tariffs 28-J, I.C.C. No. 1235, H. G. Toll, agent, and establishment of the following carload rates to stations thereon

From Rate Commodity Groups

Bases	A	D	E
1	84c	72c	79c
2-3-4-5	80½c	68½c	75½c

**11387—Plumbers' goods, including bathtub, CL, westbound:** Request for the following rate and minimum carload weights from Group "D" to California under items in Tariff 1-H, I.C.C. No. 1237, H. G. Toll, agent, as shown:

Item	Min. Wt.	Rate
4510	40,000 lbs.	\$1.25
4515	40,000 lbs.	1.25
4520	33,000 lbs.	1.25

**10866 (Reopened)—Metallic smoking stands, CL, eastbound:** Request for amendment of Tariff 3-R, I.C.C. No. 1238, H. G. Toll, agent, to provide for carload rate of \$2.03 per 100 lbs., min. wt. 20,000 lbs., on smoking stands, metallic, K.J.D. or S.U., and carload rate of \$1.71 per 100 lbs., min. wt. 30,000 lbs., on

# Very Latest Leads for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified. Domestic Trade Department.

**Antiques** — A. Raventos, 1055 O'Farrell to 1371 Sutter.

**Apartments** — Eleven-Fifty Union Apts., 1150 Union.

**Attorneys** — Charles R. Boden, 333 Kearny to 220 Montgomery; Albert H. Elliot, 511 Market; O. H. McConoughey, 1005 to 918 Market.

**Auto Repairs** — Phoenix Super Service Station, 9th and Folsom.

**Beauty Parlors** — Andie's Beauty Shop, 316 Fillmore.

**Builder** — T. J. Sullivan, 1967 Ocean.

**Carpenter** — Jacob Nyman, 2301 Sutter.

**Cleaners and Dyers** — Safe Way Cleaners & Dyers, 1007 Larkin.

**Cloaks and Suits** — Cohen Cloak & Suit Mfg. Co., 305 Grant Ave.

**Contractor** — MacDonald & Kahn, Aptos and Uphand Drive.

**Dancing Shoes** — Gamba Dancing Shoe Co. (Dance Art Shoe Co.), 150 Powell to 988 Market.

**Decorator** — Florence Harley Deming, 542 Mason.

**Delivery Service** — Alert Delivery Service, 253 Eddy to 550 Powell.

**Dental Laboratory** — Anderson Dental Laboratory, 995 Market.

**Department Store** — Menser's Department Store, 503 to 519 Broadway.

**Drug Store** — Bay Pharmacy, 6295 3rd.

**Exporting** — Tyndale-Lea, 16 California.

**Florist** — Dunn Florist Shop, 4437 Geary.

**Golf Courses** — Midget Country Club, 1040 Geary; Seymour's Indoor Golf, 22 Van Ness Ave.

**Grocers** — M. Chiodo, 200 23rd; W. Meyer, 302 Virginia; Geo. B. Pope, 498 Guerrero.

**Gymnasium** — Natenson's Physical Culture Studio, 1231 Market.

## A SERVICE FOR MANUFACTURERS

Through the courtesy of Radio KFWI, San Francisco Manufacturers have an opportunity to give five-minute talks on Monday, Wednesday and Friday evenings from 8:30 to 8:35 o'clock.

Firms may, on these programs, without cost, tell of their firm, the making of their products, and where they are distributed. For further information communicate with the Chamber of Commerce Publicity Department, Davenport 5000.

smoking stands, K.D. or folded flat, from California to Group "D," same as shown in Sections 4 and 6, Item 2875-A, Tariff 1-H, I.C.C. No. 1237, H. G. Toll, agent.

**11147 (Amended) — Insecticide adhesive and spreader (lime, casein and clay compound), CL, westbound:** Request for carload rate of \$1.15 per 100 lbs. on insecticide adhesive and spreader (lime, casein and clay compound), minimum weight 40,000 lbs., from Group "B" to the Pacific Coast under Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 1-E, I.C.C. No. 1239, H. G. Toll, agent.

**Headquarters** — J. J. Crowley, 692½ Valencia.

**Hosiery** — Onyx Hosiery, Inc., of California, 77 O'Farrell.

**Hospital Supplies** — Reid Bros., 1 Drumm to 129 Sutter.

**Importer** — Standard Importing Co., 1022 Mission.

**Insurance** — Edward W. Wuon, 621 Kearny.

**Investments** — Van Dyun Dodge, 111 Sutter to 220 Montgomery; John T. Stephenson, 111 Sutter to 220 Montgomery.

**Investment Brokers** — L. L. Davis & Co., 485 California.

**Investment Securities** — Chas. Courneale Co. (Rene Nevo), 105 Montgomery.

**Manufacturers** — International Trading Co., 703 Market.

**Markets** — Larkin-Ellis Market, 705 Larkin; Paramount Fruit Mkt., 698 Montgomery.

**Merchandise Broker** — R. E. Burns, 821 Market.

**Mortgages** — Moore & Co., 111 Sutter to Kohl Bldg.

**Music Store** — Frank Barnett's Music Studio, 2517 Mission to 533 Valencia.

**Painter** — Frank J. Guddee, 378 24th Ave. to 4326 Geary.

**Parfumerie** — Mme. Vivienne, 2104 to 2012 Fillmore.

**Plasterer** — F. J. Sullivan, 2160 Fell to 1120 Oak.

**Real Estate** — Alberton Realty Co., 25th Ave. and Fulton; Owen Jones, 220 Montgomery.

**Restaurant** — Yip Bros., 192 3rd.

**Rugs** — Abba Co., 1845 Market to 20 Elgin Park.

**Scavengers** — Central Garbage Co., 547 Fulton.

**Tires** — Lee Tire & Rubber Co., 1350 Van Ness to 12th and Howard.

**Vending Machines** — J. J. Leventhal, 1111 Buchanan.

**Visible Records** — Brooks Co., 525 to 461 Market; International Visible Systems Corp. (W. F. Block), 525 to 461 Market.

**Watchmaker** — Hugo Stauding, 262 Divisadero.

**Miscellaneous** — Albertson McCormick Sprinkler Co., 865 Mission; Audit Co., 821 Market; W. R. Bassick, 681 Market; C. Bigongiari, 2080 Filbert; Harry Bogart, 609 to 2040 Sutter; California Auto Bed & Trimming Shop, 1150 Geary; Cleveland Trammell S. F. Co., 16 California to 593 Market; Max Fenster, 2955 to 3032 Clement; M. Flugelman & Co., Inc., 49 4th; The Fujiyama, 910 Market; Insurance Foundation, Ltd. (A. Silvers and Wm. Bruce), 220 Montgomery; Tom Ishida, 841 Columbus; The Lander Institute, 935 Market; Laughlin Construction Co., 220 Montgomery; Minerals Increment Co., 1 Montgomery; Nelson-Roney Co., Ltd., 678 Howard; Thos. D. Noble Co., 765 Minna; John Pierce, 340 Eddy; Rainbow Electric Co., 701 Larkin; Ritzey-Balsho Co., 1350 Van Ness Ave. to 12th & Howard; Patricia Rountree, 210 Post; Frank Springer, 1101 Lyon; T. J. Williams, de Young Bldg. to 2623 Mission.

## Our Permanent Art Galleries

Beaux Arts Galerie - 166 Geary Street  
East-West Gallery - 609 Sutter Street  
de Young Museum - Golden Gate Park  
Courvoisier Gallery - 474 Post Street  
Gump Galleries - 246 Post Street  
Legion of Honor Palace - Lincoln Park  
Paul Elder Gallery - 239 Post Street  
Valdespino Gallery - 345 O'Farrell Street  
Vickery, Atkins & Torrey - 550 Sutter St.  
Warden Art Gallery - 312 Stockton Street  
Schwabacher-Frey Gallery, 735 Market St.  
Workshop Gallery - 536 Washington St.

## Down Towners' List Grows for Hawaii Cruise

**E**ARLY booking of accommodations aboard the Malolo for the Down Town Association's trip to Hawaii, starting at noon of Saturday, August 30, indicates that the big liner will have a full passenger list. The party will be gone fifteen days, eight of them in the Islands, and arrive home Tuesday morning, September 16.

This tour will be made in response to invitation by Governor L. M. Judd, of Hawaii, when he was a luncheon guest of the Down Town Association directorate several months ago. He promised that those accepting it will be cordially welcomed to the Islands and entertained by himself and his official family, in addition to the courteous attention which the Hawaiian people give to all visitors from the mainland.

On arrival at Honolulu the tourists will be given a rousing greeting, and the itinerary arranged for their stay in the Islands is as follows:

September 4—Sail on the Matsonia to Hilo.

September 5—Motor to Kilauwa Volcano and Tree Fern Forest.

September 6—Stay at Volcano House, overlooking crater.

September 7—Arrive at Honolulu at 7 a. m., motor through residential section and to top of Mount Tantalus.

September 8—Motor tour of Oahu, including ascent of Nuuanu Fall.

September 9—Free day in Honolulu.

September 10—Start homeward aboard Matsonia.

September 16—Arrive at San Francisco at 8 a. m.

That everybody in Hawaii is enthused over this tour is stated in a letter received from Harry N. Burbans, Honolulu agent for the San Francisco Chamber of Commerce. His communication enclosed clippings from both of the Honolulu daily newspapers extolling the excursion and promising its participants a profitable time aside from the official welcome and other functions pledged by Governor Judd. He further stated that Hawaii as a field for business has never been sufficiently brought home to San Francisco's manufacturers and merchants and that the visiting Down Towners will be enabled to make advantageous social and trade contacts.

All desired information concerning the excursion can be obtained and accommodations secured at Down Town Association headquarters, 85 Post Street, or at the offices of the Matson Line, 215 Market Street.

## TEAMWORK; ITS RELATIONSHIP TO INDUSTRY

[continued from page 1]

have done the same, even though they didn't need it.

There is a lot of furniture that we don't need but that we buy. There is a lot of furniture that we don't want, but we buy it. The humblest home today has rugs and chairs and overstuffed whatnots that kings and queens a hundred years ago would have put in a throne room. Have we all this furniture because somebody sells furniture somewhere, or because just around the corner there is a thirty-story building where furniture is displayed? Of course not.

The American home is the best furnished in the world, and the American office is the best in the world because the furniture men of America have decided that the furniture business was the greatest business in the world. That is why the American home is so well furnished. You men have made even the luxuries

of furniture a necessity for every American home and every American office. Now, no single individual having in mind his own sales could bring this about, but rather, individual merchants sitting around the council table considering the industry as a whole, have accomplished it. Compared with what you can accomplish, if you agree among yourselves, and keep in agreement, in the words of Al Jolson, "you just ain't seen nothing yet."

Now, you cannot succeed if you think only of your own particular business. You succeed only as your industry succeeds. To the extent that you devote a goodly part of your time to the industry as a whole, and only to that extent, will your industry succeed. You must not leave it to the other fellow for the advancement of the furniture industry. It isn't any more the job of the president or the secretary, than it is your job for the advancement of the furniture business. I am honored in being the president of the Chamber of Commerce, but I can't succeed unless the members do their part, and unless the business interests of San Francisco do their part. It is just as much their job as mine.

When I was a kid I remember a sermon which my grandfather preached, "Faith without work is dead." As an illustration he told of a man rowing a boat, one oar was Faith and the other Work. First he used the oar called Faith, and the boat circled 'round and 'round, then he used the oar called Work, and the boat still circled, but when he used both oars the boat went steadily up the stream.

You must have faith in other men even though they are your competitors. Disagree with them, but believe in the men with whom you work, just as you want those men to believe in you. And generally it follows, that if you conduct your business as you agree with them to do, they will conduct theirs as they have agreed with you.

Homer Davenport, the cartoonist, a number of years ago, told me the story of his father who was an Indian agent. One day there came a great big-chested, strong-handed Indian, and asked permission to marry a little Indian maiden. Davenport said, "Will you tell me why God gave you those big hands and that mighty chest and that fine large head?" The Indian said, "I don't know." Mr. Davenport replied, "You go away and don't come back until you can tell me why." In a few days, the Indian came back, all dressed up in store clothes. "God gave me big hands so I can work; head so I can think; big chest because of my big heart." Now, gentlemen, God gave you hands to work with, heads to think with, but deep within, a heart to have faith, not only in business, and in your fellow men, but in your country.

Never has this country needed the faith of men more than today. Nothing will drive the bugaboo of hard times like the faith you can summon if you will look at facts. Half of this year is gone. We still shake our heads and talk about the fall and next year. But compare this year with the depression of ten years ago. At that time, a great motor corporation, owing to a deficit, had to pass a dividend. One of the greatest steel corporations couldn't earn its dividend. The government of the United States had to pay six per cent for money. There was greater unemployment then, than now. Half of the yearly earnings are already in, or known, and what do they show? That same motor corporation has safely earned a dividend. The steel corporation which ten years ago had to resort to financing at a heavy cost, is safely financed today. The depression ten years ago lasted less than a year. Where is your faith for today? Men who have faith in other men, and who believe in other men, play the game, and after all, playing the game is abiding by the wishes of the majority. Anything else is anarchy. A single individual, with the most outstanding abil-

ities, can be mistaken in judgments, but the combined judgments are bound to be right.

What would happen to a football team, if after going into a huddle, and deciding on some action, say, an end run, then as the play started, one or two players suddenly decided that a forward pass would gain more ground? The huddle is the place to speak, but once out of the huddle, play the game as you agreed with your team. If you don't, you will find yourself alone.

If you are riding in an automobile, and there is a blow-out, don't wait for the other fellow to fix the puncture. If you run out of gasoline, and you don't want to go to the next filling station, at least match for heads or tails. If you lose, wait until you get around the corner if you want to swear, but bring back the gasoline. Then, if the other fellow is doing the driving, don't drive from the back seat.

The San Francisco Chamber of Commerce is going to plead for the young men in industry, and in every walk of life. Supposing that you do believe in your business, you believe in your industry, you believe in your fellow men and you work with the other men, what is going to happen, not only to your individual business, but to your industry when you have stepped aside? I can tell what can happen. You can train cleary-eyed respectable youngsters to the manhood that all business and all civilization demands. You can bring the youth of the world to the business of the world and you can't wait until you know they are men because you and I can't see the equator line that separates the boy of today from the man of tomorrow. You can if you will take the time and match your step with younger steps, because some day they will have to walk ahead.

Now, age talks about the folly of youth. And youth talks about the exarbitrariness of age. Business needs both. But the responsibility of business and life must rest with age.

Your kid wants to run away and he thinks his dad is an old fossil, but you don't let your kid run away. You lie awake nights thinking how you can keep him home and how he can take your place.

Why doesn't business lie awake nights thinking of the millions of young men who some day must determine the future or the end of your business and mine? There was an ancient French philosopher who said, "lay up a store of excess enthusiasm in your youth, or else you will lose by the way." Business needs this excess enthusiasm of youth.

Teams win upon the field of sport because the members of the team play together, but if it comes as all men know it must, that you are tired and cannot carry on, and when the greatest Coach of all beckons you to the side lines, your team still will win if you have given heed to youth and trained a substitute to take your place. That is my idea of "Team-work."

## Industrial Development

Reported by the Industrial Department

### NEW INDUSTRIES

**Atlas Smelting, Mining & Refining Corporation, Ltd.**, with head offices at New York City, and smelters and refiners in New Jersey, has established western headquarters at 85 Second Street in the Wells Fargo Building, the new San Francisco headquarters to serve as offices for the coal mining operations recently started in Monterey County. 100 are employed in the mine, and product, "Sunburn" coal, will be shipped to all points in California. According to J. M. Hoff, western manager, the new branch has already

established 81 agencies in northern California, and has received orders for 20 tons of coal for 1930-31 delivery.

**Lucca Sausage Factory** has just established and is located at 1900 Sion Street. The company is manufacturing sausage of all varieties for wholesale and retail trade.

**Cowell Equipment Company**, manufacturer of automobile holsts, auto gauges, gasoline pumps, gasoline st tanks, pressure tanks, with head off Los Angeles, and factory at Lyow Calif., has recently established on California headquarters in San Francisco at 227 Seventh Street. A. W. Cow is manager, and a complete stock of products is carried.

**Natural Hygiene Products Company** has just been organized. Offices located at 525 Market Street, and laboratories at Menlo Park. Company manufactures a disinfectant known as "P. Gene."

**Acme Casings Company**, 1290 Davila Street, has recently been established in the business of manufacturing trade casings. Concern is building a large in this state, and contemplates expanding into Washington and Oregon territory soon.

### EXPANSIONS

**Milo Coffee Company**, with plant offices at 759 Harrison Street, is constructing a two-story addition to its plant. Concern in addition to coffee roasting, distribution, wholesale sales, etc. etc. It was found necessary to construct this addition to take care of anticipated increase in coffee roasting and to carry a larger stock of spices, etc. Company owns the property, and an investment of \$15,000 is represented in the addition which will be completed by August 1.

A one-story brick addition is being constructed by The Old Homestead Bakery, large manufacturers of bakery products, at 18th and Shotwell streets, will be completed about August 1. In addition, which will be used as a garage and paint shop, will contain about 1,500 square feet and represents an investment of \$40,000. Land on which building situated was purchased by this company several years ago at an investment of approximately \$25,000.

**R. N. Nason & Co.**, manufacturers of paints and varnish with offices at Potrero Avenue, has constructed a stone concrete factory at Utah Street, 15th, containing 40,500 square feet. take the place of the old plant of concern at this city. Modern additional equipment has been installed representing a large investment, and structure being used for laquer manufacture storage of products. The new building contains 50 per cent more floor space than in the former plant.

**Pacific Foundry Company** has acquired the plant of Link-Belt Company was vacated when that company moved its new million-dollar plant on Pauline, and is occupying the entire building 7,000 square feet will be used for additional warehouse space. The office space now used will be moved from the building which adjoins the newly acquired building in the same block. Pacific Foundry Company, as a result of this expansion now occupies the entire block and in addition, has its paint shop, machine shop, and other warehouse space above the street. Products of company made in San Francisco are in every state in the Union. The company specializes in metallurgy, making special products for customers throughout country to meet their particular requirements from the standpoint of use to which the metal is put. In one case, it manufactures acid-resisting metal that is required for another case heat-resisting metal, etc.

# New Air Mail Schedule for S.F.

## nt Flying Will Speed Up L. A. Delivery

MASTER HARRY L. TODD has advised the Chamber of Commerce at air mail delivery on the coast between San Francisco, Los Angeles, Portland and Seattle speeded up beginning August 15. The flight schedules which will become effective on that date, "I am sure that business men of San Francisco will appreciate this improved service which has been obtained after many months of agitation," Mr. Todd said in a statement to the Chamber marking the start of a long correspondence on the subject and the Chamber's effort to have the arrangements finally approved.

The old schedules by which the plane left San Francisco at 1:30 p.m., this city's business reached Los Angeles too late in the afternoon for delivery there with little margin over the mail dispatched by airplane. The reason for this was that the air way over the Siskiyou mountains was not lighted to permit night flying.

Under the new schedules, the mail plane leaves Seattle at 7:00 p.m., Tacoma at 8:00 p.m., Portland at 8:45 p.m., arriving at San Francisco airport at 2:40 in the afternoon. It will leave at 3:30 a.m., arrive in Los Angeles at 6:35 a.m. and San Francisco at 8:10 a.m., which will permit delivery at San Francisco's late mail hour in the morning in both southern

and northern mail plane will leave Seattle at 11:45 p.m., arriving at San Francisco airport at 3:45 a.m., Portland at 9:20 a.m. and Seattle at 11:00 a.m. The new schedule is of untold advantage to San Francisco business for both the north and south bound air mail will be delivered at the San Francisco office at 8 a.m., making it available for the morning delivery," Todd pointed out.

## ber Industrial Broadcasts Describe Products of S. F. Firms

Talks to local industrial plants and factories over station KFWD are being given by the Chamber of Commerce to give greater knowledge and interest in our industries. Members of the Industrial Committee will be what is to be a regular series of radio trips by visiting the factory of the Manufacturing Company last Friday. Commenting upon the past week's visits, Chairman L. O. Head said: "To properly build for San Francisco's industrial future, our committee believe that we must know more of the character and type of industries. Through acquiring this information we then expect to be in a better position to balance our industrial develop-

## IMPORTANT CONFERENCE TUESDAY OF ALL SHIPBUILDING INTERESTS

A meeting of vital importance to all local shipbuilding and kindred interests has been called by the Chamber of Commerce for three o'clock, Tuesday afternoon, August 12th, in Room 237, Merchants Exchange Building.

To this conference the Chamber has invited Senators Shortridge and Johnson, and northern California Representatives in Congress, including Arthur M. Free of San Jose, Richard J. Welch and Mrs. Florence P. Kahn of San Francisco, A. E. Carter of Oakland, Clarence F. Lea, Santa Rosa, and Harry L. Englebright of Nevada City. Others who will attend the conference are representatives of the four local shipbuilding yards; Bethlehem, Moore Shipbuilding Co., Pacific Coast Drydock Company and General Engineering and Drydock Co., and a group of leading ship operators. Supervisor Andrew J. Gallagher and the Industrial Development Committee of the Board of Supervisors, the Industrial Executive Committee of the San Francisco Chamber and representatives of the Oakland and Alameda chambers of commerce will also attend.

## FURNITURE MARKET WEEK PROVES VALUE OF CHAMBER COOPERATION

RECOGNIZING the trend of modern industries to locate their new branch plants closer to their market outlets, the Chamber of Commerce has been active in assisting the furniture industry through cooperating in the Pacific Coast Furniture Market Week. This semiannual furniture style event, which hundreds of retail dealers from the western states and Hawaii attend each season, is held each January and July in the San Francisco Furniture Exchange.

Established fifteen years ago in the loft of a Market Street building, the exchange has gradually grown in importance. Today it is the "Furniture Style and Market Center of the West." During the market week just completed, over 350 lines of home furnishings were displayed by the hundred exhibitors in the nine-floor Furniture Exchange Building at 180 New Montgomery Street. It is interesting to note that 29 of the displays were maintained by local factories, several of which are branch factories of nationally known manufacturers. Many other displays were exhibited by national concerns maintaining warehouse branches here in San Francisco.

To assist these local and branch factories, and factory branch warehouses, the Chamber has carried on an extensive direct mail and advertising program during the past three semiannual market weeks. The following brief summary of the plan of cooperation is typical of the

ment by working for those industries suitable for this community but which we do not now have."

Although the industrial trips are limited to Industrial Committee members, the radio talks are being given to inform all those who listen in on KFWD of what industrial products this city has to offer. Each Monday, Wednesday and Friday evening at 8:30 o'clock local manufacturers tell their radio audience something of interest regarding their factories, the manner in which their products are made, the benefit of their industry to San Francisco and how and where their goods are distributed.

Under the conditions by which the radio station has donated its time for the indus-

try rendered the furniture industry at each market event.

An attractive invitation printed in colors was mailed by the Chamber of Commerce to the 3500 retail furniture dealers doing business in the western states and Hawaii. In addition to asking the dealers to partake of this city's hospitality, each invitation carried a strong sales message for San Francisco's furniture industry. Following the mailing of the invitation, western newspapers were supplied news information on the event.

Every effort was made to make San Francisco attractive to the visiting buyers while here. Through the cooperation of the Retail Merchants Association, San Francisco stores joined to extend every possible courtesy to the dealers. To further develop this spirit of friendship towards San Francisco, President Leland W. Cutler was the principal speaker at one of the sessions, addressing the dealers on "Teamwork."

The effectiveness of this work in developing the local furniture industry is voiced by President Harry J. Moore of the San Francisco Furniture Exchange, who states: "We believe that the invitation extended by the Chamber of Commerce to the dealers of the West to visit San Francisco was a very strong appeal and we feel that this kind of work strengthens the position of the industries that are operating here. If other industries would cooperate in similar ways with the Chamber of Commerce, great benefit would accrue to our city."

trial progress of San Francisco, local manufacturers may secure dates for the presentation of their talks through the Publicity Department of the Chamber of Commerce, by telephoning Davenport 5000.

The following firms have already taken advantage of the opportunity to make a

[ continued on page 4 ]

## Chambers Wire Navy Protest On Dirigible

THE Senior and Junior Chambers of Commerce, through their presidents, wired Secretary of the Navy Adams Tuesday night protesting the reported decision of the Navy Department to abandon construction of the second super-dirigible ZRS-5.

Word of the impending action in Washington was received in news dispatches Monday and stirred sponsors of the proposed Sunnyside site into immediate opposition to it. Congressman Arthur M. Free, author of the bill before Congress naming Sunnyside as the site for the \$5,000,000 base, will also forward a protest to the President. He said that it was understood in Washington that both dirigibles were to be brought to the Pacific Coast.

Leaders in the fight for Sunnyside declare that even an adverse decision by the Navy Department concerning the second dirigible will not in any way affect the status of the local site.

Following is the wire sent Secretary Adams by the Senior and Junior Chambers:

Hon. Charles F. Adams,  
Secretary of the Navy,  
Washington, D. C.

Morning press dispatches state that the Navy Department is considering cancellation of its contract for second dirigible. All organizations in northern and central California cooperating with the undersigned in sponsoring a dirigible operating base on the Pacific Coast would vigorously protest such a cancellation. They are earnest in emphasizing the importance of establishing a navy dirigible operating base on this coast and the assignment of a dirigible thereto as an element of necessary national defense. The people of this air minded state would be deeply disappointed if the Navy Department were to take any action now that might delay the establishment of a dirigible base on this coast. Should the department be considering the cancellation as reported may we have an opportunity of formally presenting our views on the subject before any decision is made.

San Francisco Chamber of Commerce,  
Leland W. Cutler, President;  
San Francisco Junior Chamber of  
Commerce,

J. H. Threlkeld, President.

San Francisco  
Civic Center  
Free Public Library

# SAN FRANCISCO BUSINESS

AUGUST 6, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879

## Transcontinental Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other communitics or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject:

11387 (as issued)—Plumbers' goods, including bathtubs, CL, westbound: Request for the following rate and minimum carload weights from Group "D" to California under items in Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I.C.C. No. 1239, H. G. Toll, agent, as shown:

Item	Min. Wt.	Rate
4510	40,000 lbs.	\$1.25 per 100 lbs.
4515	40,000 lbs.	1.25 per 100 lbs.
4520	33,000 lbs.	1.25 per 100 lbs.

11388 — Rags, machinery wiping, imported, cleaned at Pacific Coast ports, CL, eastbound: Request for amendment of Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent, by establishing therein reduced rate at minimum weight of 40,000 lbs. from California to Group "D" on machinery wiping rags, imported, cleaned at Pacific Coast ports, which will compare favorably with rate of 60c per 100 lbs., minimum weight 40,000 lbs., on rags N.O.S. in Item 900-A of Tariff 30-S, I.C.C. No. 1234, H. G. Toll, agent, to Rate Basis 4, or that the Rate Basis 4 rates in Item 900-A of Tariff 30-S be made subject to privilege of cleaning imported rags at Pacific Coast ports.

11389—Excelsior bottle wrappers and excelsior packing cushions or pads, straight carloads, or in mixed carloads with wood excelsior, westbound: Request for inclusion of excelsior bottle wrappers and excelsior packing cushions or pads, straight or mixed carloads, in Item 2480-A of Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I.C.C. No. 1239, H. G. Toll, agent.

11390—Fire extinguisher charges, LCL and CL, westbound: Request for inclusion of fire extinguisher charges in Item 2370-A of Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I.C.C. No. 1239, H. G. Toll, agent.

11391—Portable electric lamp standards, without shades, in mixed carloads with furniture, westbound: Request for inclusion of portable electric lamp standards, without shades, in Item 2875-B (Section 5), Tariff 1-H, I.C.C. No. 1237, H. G. Toll, agent.

11392—All commodities for export to Hawaiian Islands and West Coast of Mexico, Central and South America, (L), westbound: Request for amendment of Item 1970-A of Tariff 29-T, I.C.C. No. 1236, H. G. Toll, agent, to provide that Rate Basis 2 apply of \$2.00 per 100 lbs. will also apply to shipments destined to the Hawaiian Islands and the West Coast of Mexico, Central or South America.

11393—Tennis rackets, imported, LCL or any quantity, eastbound: Request for less carload or any quantity rate of not to exceed \$3.00 per 100 lbs. on tennis rackets, imported, from Pacific Coast ports to all eastern destinations under Tariff 30-S, I.C.C. No. 1234, H. G. Toll, agent.

11394—Rubberized fabric, LCL and CL, westbound: Request for inclusion of rubberized fabric in Item 2375-A of Tariff 1-H, I.C.C. No. 1237, H. G. Toll, agent.

11395—Oleo Stearine, for export to Mexico, CL, eastbound: Request for amendment of Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent, to provide for carload rate of 75c per 100 lbs. on Oleo Stearine, minimum weight 60,000 lbs., from California to Laredo, Tex. (Group "H"), when for export to Mexico.

11396—Shoe dressing, CL, westbound—minimum weight: Request for reduction in the minimum carload weight on shoe dressing under Item 2365 of Tariff 1-H, I.C.C. No. 1237, H. G. Toll, agent, from 40,000 to 30,000 lbs.

11397—Asphalt, in tank cars, eastbound: Request for amendment of Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent, to provide for the same carload rates on asphalt, in tank cars (Item 2730), from California to eastern destinations as applicable on shipments in barrels (Item 2725).

11398—Strained honey, CL, westbound: Request for carload rate of \$1.35 per 100 lbs. on strained honey, minimum weight 36,000 lbs., from Riverton and Lander, Wyo., to San Francisco, Calif., under Tariff 1-H, I.C.C. No. 1237, H. G. Toll, agent.

11399—Chlorate of sodium, CL, westbound: from Houston, Tex.: Request for carload rate of \$1.25 per 100 lbs. on chlorate of sodium, minimum weight 36,000 lbs. from Houston, Tex., to the Pacific Coast under Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I.C.C. No. 1239, H. G. Toll, agent.

11400—Newsprint paper, CL, eastbound— from Millwood, Wash., to Texas, Arkansas, Louisiana points: Request for carload rate of 64c per 100 lbs. on newsprint paper, minimum weight 40,000 lbs., from Millwood, Wash., to Dallas and Ft. Worth, Texas, Shreveport, La., and directly intermediate points under Tariff 2-Y, I.C.C. No. 1233, H. G. Toll, agent.

11401—Lumber and other forest products (subject to commodity Group "D" rates) from stations in Southern Oregon and Northern California to New York ports and points in Texas (T & N. O. R. R.), CL, eastbound: Proposal to establish carload rate of 75c per 100 lbs. on lumber and articles taking same rates from Glendale, Ore., and points south thereof to but not including Grants Pass, Ore., to New York piers of the Southern Pacific Co. (Southern Pacific Steamship Lines—"Morgan Line") via Southern Pacific to El Paso, Tex., T & N. O. R. R. to Gulf ports, thence Morgan Line to destination.

Also proposal to cancel Item 615, Supplement 13 to Tariff 27-M, I.C.C. No. 1232, H. G. Toll, agent, naming carload rate of 77½c per 100 lbs. on lumber and

articles manufactured therefrom, from Lakeview, Ore., and intermediate points south thereof to but not including Hot Springs, Calif. (1 mile north of Wendell, Calif.), to New York piers and points in Texas via Roseville and El Paso, and show these specific stations as taking "Coast" group rates via Western Gateway 7.

11402—Infusorial earth (fossil flour, fossil meal or Kiesel-Guhr, pure or silicious), crude or ground, CL, eastbound— from McCloud River R. R. points: Proposal to amend Item 3788 of Tariff 2-Y, I. C. C. No. 1233, H. G. Toll, agent, to provide for another section covering the same description, rates and minimum weight from Bartle, McCloud and Potosia, Calif., to eastern destinations as applicable from Central and Southern California stations under Section 2, Item 1597 of Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent.

11403—Potatoes (not including sweet potatoes), CL, eastbound— from Lund and Cedar City, Utah: Proposal to establish the same carload rates and minimum weights in Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent, on potatoes (not including sweet potatoes) from Lund, Utah, to midwestern territory as shown from Elko, Nev., in Item 5228 of the tariff: rates from Cedar City, Utah, to be 2c per 100 lbs. higher than from Lund.

11404 — Children's bicycles, LCL, westbound: Request for inclusion of children's bicycles in Item 5310 of Tariff 1-H, I.C.C. No. 1237, H. G. Toll, agent.

11405—Cut decorative evergreens and fresh fern leaves, LCL and CL, eastbound: Request for amendment of Item 1767-A of Tariff 2-Y, I.C.C. No. 1233, H. G. Toll, agent, to provide for the following rates from the North Coast to—

Groups	D	F
LCL.....	\$1.00	\$3.50 per 100 lbs.
CL.....	\$2.00	\$2.00 per 100 lbs.

11406—Carbon electrodes, CL, westbound: Request for carload rate of \$1.15 per 100 lbs. on carbon electrodes, minimum weight 40,000 lbs., from Group "B" point to California under Tariff 1-H, I.C.C. No. 1237, H. G. Toll, agent.

12407—Combination packages of electric vaporizers and "Turbo," LCL and CL, westbound: Request that Item 2370-A of Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I.C.C. No. 1239, H. G. Toll, agent, be made to apply on combination packages of electric vaporizers and "Turbo."

10699 (Reopened)—Post office lock box fronts, LCL, westbound: Request for amendment of Item 3085-series, Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I.C.C. No. 1239, H. G. Toll, agent, to include Post Office lock box fronts.

### SPECIAL NOTICE

The Bureau of Foreign Commerce, Department of Foreign Relations of the Uruguayan Government has recently issued a pamphlet printed in Spanish, entitled "El Uruguay." It contains an up-to-date historical, geographical, political and business outline of the Republic of Uruguay. Copies are available at the Department of International Trade and Commercial Relations, or at the Consulate of Uruguay, 510 Battery Street.

### Are You Availing Yourself Of New Information?

The Foreign Trade Department now has in its library a booklet compiled by the United States Tariff Commission entitled "Comparison of Rates of Duty in the Tariff Act of 1930 and in the Tariff Act of 1922," also a copy of the Rivers and Harbors Bill, as passed on July 3, 1930. Members of the Chamber are welcome to consult these publications at any time.

## Foreign and Domestic TRADE TIPS

### Foreign Trade Tip

Inquiries concerning Foreign Trade should be made to the International and Commercial Relations Department of the San Francisco Chamber of Commerce, 205 Merchants Exchange, San Francisco, California, under the Act of March 3, 1879.

20360—Representation. London, England. Old establishes with offices in all parts of the wishes to obtain the sales agency in additional lines. Literature on file.

20361—Foodstuffs. Salon-de-Provence, France. Firing in foodstuffs, especially olive products, is seeking an agent.

20362—Chamois skins. San Francisco, Calif. Purchasing for chamois skins, in Paris, wants in touch with importers in California.

20363—Pilchards. Hamburg, Germany. Firm desires obtain the agency for local dealers.

20364—Raw Materials. Hamburg, Germany. Exporters of raffia, graphite, hemp, and fibres, a serious of contacting importers of commodities.

20365—Canned Fruits and Prunes. Trieste, Italy. Party wishes to communicate with exporters of canned and Santa Clara prunes who are interested in having an agent in Italy. Refer packing and shipping instructions on file.

20366—Fish. Budapest, Hungary. Party is anxious secure the representation of local products, banking reference.

20367—Oil of Roses. Bourgas, Bulgaria. Agricultural organization is seeking a market for Bulgarian oil of roses, used for mill perfumery.

20368—Coir Products. Alleppey, India. Company manufacturing coir mats, coir matting and coir goods is seeking a responsible location in this city.

20369—Agency. Colombo, Ceylon. Party wants to obtain the agency for exporters of the following products: cotton, art, woolen pure silk piece goods, hosiery, undercarpets, canned fish, canned meats, ca fruits, fresh fruits, leather bags and cases, lubricating oil and grease. To references, etc., on file.

20370—Agency. Mexico City. Party desires to form connection with an exporter of cocoa, cocoa, and coconut-oil. References on file.

20371—Kaoline. Empalme, Sonora, Mexico. Party owns a large deposit of kaoline is seeking a market for it.

20372—Sardines, Rice, and Dried Fruit. Buenos Aires, Argentina. Party is interested in becoming the agent for exporters of any commodity, but especially those mentioned above.

20373—Representation. Buga, Colombia. Company is interested in making connections with American manufacturers and exporters as general a commission basis. Banking reference.

Inquiries concerning Domestic Trade should be made to the Domestic Trade Department.

D-3525—Eastern Representation. New York City. Concern desirous securing representation of a manufacturing concern that needs a New York office with a skilled selling force of scientific men.

**Sales Agency.**  
Mass. Brokers in canned and food products interested in taking over agency for a packer of Alaskan salmon.

**Representation.**  
Hgh. Pa. Firm desires to secure work with man familiar with heat-contracting work.

**Business Connection.**  
Is. Mo. Party desirous of making business connection. This gentleman graduate in mechanical engineering has had nine years of practical experience covering purchasing, engineering and service department management.

**Coast Manufacturer.**  
Ohio. Washer company desiring negotiating with someone with their manufacturing a washer sense for reselling in the Pacific States.

**Representative.**  
New York City. Representative desired of millinery merchandise on commission basis.

**Manufacturer's Representative.**  
Hgh. Pa. Firm wishes to secure in San Francisco to act as manufacturer's representative to sell a new file necessary on which they compete.

**Building Material Identification.**  
San Jose, Calif. Party wishes to secure building material firm in San Francisco wishes to expand their business in peninsula.

**Distributors.**  
San Diego, Calif. Concern desires to buy reliable individual or firm to distribute their airplane.

**Eastern Representation.**  
St. Louis, Mo. Concern has small, comprehensive organization which can meet the needs of parties interested in representation in St. Louis.

**Marketing.**  
St. Paul, Minn. Tire pump manufacturer wishes to contact manufacturer for purpose of marketing and manufacturing his product. Will be in San Francisco within a few weeks.

**Revenue Freight Loading**

Amount of revenue freight the week of July 5 totaled 792,241 cars, according to the car service division of the American Railway Association. Due to the increase of Fourth of July and the fact of day following was also observed holiday, the total for the week of July 5 was a decrease of 144,707 cars below preceding week and a reduction of cars under the same week in 1929 was 58,806 cars below the same week in 1928.

Amount of revenue freight the week of July 12 totaled 915,885 cars, according to the car service division of the American Railway Association. This was an increase of 123,844 cars above the preceding week, when the movement of cars declined owing to the observance of Fourth of July and the fact that the following was also observed as a holiday. The total for the week of July 12 decrease, however, of 150,429 cars below the same week in 1929 and 108,940 cars below the same week in 1928.

Amount of revenue freight loading for the week of July 12 totaled 355,633 cars, 66,000 cars under the same week in 1929 and 100 cars under the corresponding week in 1928.

Amount of merchandise less-than-carload freight amounted to 230,299 cars, an increase of 25,507 cars below the corresponding week last year and 23,477 cars below the same week two years ago.

**Very Latest Leads for NEW BUSINESS**

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified. Domestic Trade Department.

**Accountant** — Thomas Herbert Meek (public), 703 Market to 26 O'Farrell.

**Advertising** — King-Westbrook Co. (outdoor), 235 Montgomery; Lewis Mail Advertising Co., 507 Montgomery.

**Apartments** — Arline Apartments, 715 McAllister; Farnham Apartments, 886 Sutter; Woodson Apartments, 725 Ellis.

**Architects** — John H. Ahnden, 605 Market to 26 O'Farrell; J. H. Powers, 605 Market to 26 O'Farrell.

**Astrologer** — Alice A. Ayres, 177 Post to 1100 Filbert.

**Attorneys** — Durward Herndon, 485 California; O. H. McConough, 1005 to 973 Market; Geo. R. Tuttle, 220 Montgomery; Robert K. White, 111 Sutter to 582 Market.

**Auctioneers** — Eastern Auction House (Herman Cohn), 601 McAllister to 1727 O'Farrell.

**Auto Dico Shop** — H. Moos, 324 Fell.

**Auto Painting** — Lone Owl Auto Painting & Repairing, 3348 San Jose.

**Auto Repairing** — Condrott & Engblom, 1670 Pine; Hansbury & Wright, 4907 Mission; Phoenix Super Service Station, 9th and Folsom; Peter J. Tuohy, 1212 Webster; Auto Body Building & Painting Co., 175 Grove.

**Automobiles** — C. McGranahan (used cars), 1117 Van Ness.

**Banners and Emblems** — Fisch & Co., Inc., 471 2d.

**Barber Shops** — Monsieur J. Ruiz, 133 Geary; Willard Barber Shop, 814 Eddy.

**Beauty Parlors** — Rosette Beauty Shop, 1302 18th to 1212 18th; Sheridan Arms Beauty Salon, 608 Bush.

**Beverages** — Play Ground Candy Store, 1710 Broadway.

**Boats** — Red Stack Tow Boat Co., Pier 25.

**Boxes** — Roy Box Co., 120 Kissinging.

**Brokers** — Earl S. Douglass & Co. (J. J. Quinn) (stock), 315 Montgomery; Jordan Knight Starr (insurance), 206 Sansome.

**Builders' Specialties** — D. A. Pancoast Co., 605 Market to 26 O'Farrell.

**Builders** — Oswald & Rucker, Inc. (H. Bliss Rucker), 220 to 105 Montgomery.

**Business Counselors** — Snook & Co., 58 Sutter.

**Campaign Headquarters** — Dawson Campaign Headquarters, 1563 Polk; Chas. A. Son Campaign Headquarters, 989 Market; Tallant Tubbs Campaign Headquarters, 721 Market; Young Men's Rolph-for-Governor Headquarters, 3111 16th.

**Candy** — Martha Washington Candies Co., branch, 5630 Geary.

**Cigarette Lighters** — Douglass Co., 278 Post to 315 Montgomery.

**Cigars** — S. E. Holmes, 239 to 245 Powell; Jack Pinsler, 1698 Market to 17 Taylor.

**Cleaners** — Coliseum Cleaning & Dyeing Works, 346 Clement; Fox Cleaners & Dyers, 112 Mason; French Unique Cleaners, 2153 to 2144 Clement; La France Cleaners, 1503 Mason to 1333 Polk; Wonder Cleaners, 2406 Polk to 6123 Mission.

**Cloaks and Suits** — Alexander's, 2400 Mission.

**Clothing** — Rose's Smart Shop, 795 Market; Superior Clothing Co. (L. Koolpe), 82 3d.

**Club** — Sunshine Club, 1299 Geary.

**Commission** — J. J. Pera & Co., 425 Davis.

**Confectionery** — Howard Blandford, 1398 Hayes; Di Carlos Sweet Shop, 5143 Mission; Poppy Sweet Shoppe, 24 West Portal.

**Contractors** — Barrett & Hilp, job office, 3212 Jackson; James Kerns (jobbing), 1287 20th Ave. to 1629 Moraga.

**Delicatessens** — Dutch Twins Delicatessen, Haight and Fillmore; B. Rifkin, 1116 Fillmore; Joe Vigilini, 2087 Market.

**Dentists** — Dr. Wm. R. Berke, 2588 Mission; Dr. Alf. I. Marsten, 1005 to 870 Market.

**Diagrams** — Gordan & Klein (legal), 235 to 156 Montgomery.

**Drayage** — Zanetta Drayage, 497 5th to 672 Bryant.

**Drugs** — Abrams Drug Co., 459 Castro. Electrical — National Electric Co., 1289 to 1080 Howard.

**Elevators** — National Elevator Co., 1289 to 1080 Howard.

**Employment Agency** — Butler Bureau (Arthur N. White, F. A. Scodell, C. J. Voris), 40 Sansome to 514 Market.

**Express** — Villa Transfer Co., 557 Amador.

**Finance** — Empire Finance Co., 988 Market; Home Finance Co., 1439 Van Ness Ave. to 1305 Sutter.

**Florists** — Chestnut Street Florist, 2233 Chestnut; Copelands, 410 Sutter; Dumme's Florist Shop, 4137 Geary; Orchid Shop, 254 5th Fillmore; Sam's Florist Shop, 327 1/2 Crescent; Wong & Sons, 118 Waverly Place.

**Foundry** — Central Foundry Co. (E. A. Keithley), 116 New Montgomery to 100 Potrero.

**Fruits** — Harvey Distributing Co. (James A. Andrews), 85 2d; C. Pasquale, 1941 to 1924 Irving.

**Golf Courses** — City Gardens, 500 Turk; Garrett Golf Course No. 5, 22d and Valencia; Midway Miniature Golf Course, 4828 Balboa; Pine St. Golf Studio (Harry Pratt), 451 Pine.

**Grain & Beans** — H. E. Woolner & Co., 149 to 110 California.

**Grape Juice** — Raucei Co., 21 California.

**Grocers** — Corner Economy Cash Grocery, 1996 Golden Gate Ave.; A. McManus, 3032 21th to 1651 Church; Pifferi & Fraeblich, 701 San Jose; S. Redsun, 5059 Geary; Wonder Grocery, 95 9th.

**Hardware** — Crown's Hardware & Electric Shop, 1607 to 1623 Ocean.

**Hats** — S. Richman, 1730 to 1108 Polk.

**Heating Appliances** — Skinner Bros. Mfg. Co., Inc., 580 Market.

**Herbalist** — B. Gatchell, 3263 Mission.

**Hotels** — Pine Hotel, 1291 Pine; Telegraph Hill Hotel, 485 Greenwich.

**House Cleaning** — Lion House Cleaning Co. (J. H. Mills), 443 Kearny.

**Insurance** — Hamilton National Life Insurance Co., 220 to 235 Montgomery; Service Life Insurance Co., 235 Montgomery; Jno. Scott Wilson Co., 235 Montgomery to 973 Market.

**Investments** — Realty Investment Co., 1109 to 112 Market; Mark A. Strang Investment Service, 111 Sutter; Third Street Investment Co., 77 3d to 83 3d.

**Iron** — Braun Steeple Co. (ornamental), 1088 Howard to 636 Potrero.

**Laundry** — Mme. M. Bellet Hand Laundry, 2405 Ocean.

**Lithotyping** — Luster & Blue, 355 Clay.

**Lumber** — Clover Valley Lumber Co. (H. B. Hewes), 1 Montgomery to 260 California.

**Machine Shop** — Liberty Machine Co., 2857 26th to 2801 26th.

**Manufacturers' Agents** — Barrett & Walter Co., 325 5th; Colson & Rogers, 1521 Gough; Edward L. Culin, 525 Market to 7 Front; C. N. Hildebrandt, 235 Montgomery to 973 Market; J. L. Pritchard, 1028 Geary.

**Markets** — Daly City Cut Rate Fruit Market, 6307 Mission; A. Lo Schiavo & Co., 1545 Polk; Paramount Fruit Market, 698 Monterey Blvd.; Sunnyside Meat Market, 601 Monterey Blvd.

**Massage** — Arvid Johnson, 150 Powell to 693 Sutter.

**Mill Work** — C. E. Reinhart & Co., 917 Bryant to 535 10th.

**Millinery** — Clare Bennett, 209 Post; La Reine Hat Co., 49 14th.

**Notary Publics** — Amy B. Townsend, 321 Kearny to 366 Bush; Daisy Crothers Wilson, 600 to 576 Market.

Clement to 6508 California; Roche Bros., 895 16th Ave. to 459 Fell.

**Paper** — Standard Paper Co. (David Morris), 83 Natoma to 160 2d.

**Physician** — Dr. John M. Graves, 977 Valencia to 909 Hyde.

**Piston Rings** — American Hammered Piston Ring Co., 677 Folsom to 215 Market.

**Poultry** — American Poultry Co., 340 Davis.

**Printing** — E. Erwin Crane, 340 Sansome; Farallon Press, 58 Sutter.

**Produce** — Anchoe Produce Co., 215 Washington.

**Publicity** — Louise M. O'Hara, 830 Market.

**Radio** — Presidio Radio Shoppe, McCulloch Radio Shop, 21st and Valencia; Irving Radio Co., 1801 Irving; M. Belli & Co., Colma; Cassidy & Dito, 215 Polk; Dunbar's Radio Shop, 3639 Balboa to 58 West Portal; Humphreville Radio Shop, 1616 Baker; R. C. A. Victor Co., Inc., radiola division, 235 Montgomery.

**Real Estate** — Alberton Realty Co., branch, 25th Ave. and Fulton; Brugviere Co., 220 Montgomery to 57 Post; Haynes Real Estate, 340 3d; E. J. Battigan, 220 Montgomery to 57 Post; Safeway Realty Co., 5160 Mission; Wilson Estate Co., 235 Montgomery to 973 Market.

**Refrigerators** — McCray Refrigerator Sales Corp., 765 to 933 Mission.

**Restaurants** — College Grill, 326 14th; Crest Lunch, 115 4th; Cavanaugh Restaurant, 375 3d; Ellison's Lunch, 199 Mission; Las Filipinas Restaurant, 623 Pacific; La Tapatia Restaurant, 1567 Ellis; Mends Co., Inc., 517 Stevenson to 995 Market; Merchants' Tea Room, 5108 Ellis; Pioneer Tamale & Enchilada Cafe, 1204 Market.

**Sash** — Harding Sash & Door Co., 725 2d.

**Saws** — Aeme Saw Works, 415 10th.

**Schools** — Kelly Schools of Modern Music, 3490 20th; Piano-Arte Schoole (modern piano playing), 11 Mason; Thal's Saxophone Studio, 2517 Mission to 533 Valencia; Jean Verna Kindergarten, 2357 Chestnut.

**Securities** — Bldg. Securities Corp., 220 to 235 Montgomery.

**Service Stations** — John H. Clatanoff, Drumm and Sacramento; Ferguson's Service Station, Portola Drive and Teresita; O'Neill's Service Station No. 1, Lombard and Lyon, No. 2, 6098 Mission; Paramount Super Service Station, 3d and Oakdale; M. Toich & Son Service Station, 1100 Potrero.

**Sewing Machines** — C. E. McKinley, 2469 Mission.

**Sign Supplies** — California Flashers, Ltd., 219 7th.

**Signs** — Tellite Pacific Co. (W. R. Bassick) (electric), 681 Market.

**Sporting Goods** — Hal's Sporting Goods Co., 2087 Lombard.

**Stone** — Berwick & Co. (art), 1419 Egbert.

**Stoves** — Detroit Jewel Garland Stove Co., 718 Mission.

**Tailors** — E. Breglia, 1211 Church; Sastreira Castellana, 493 3d; Sam Leonetti, 942 Market; P. F. Pinella (merchant), 521 California to 405 Montgomery; Rex Tailoring Co., 206 Stevenson.

**Taxi Service** — Red Top Cab Co., 1645 Pacific Ave. to 245 Turk.

**Title** — Pacific Art Title Co., 1176 Valencia.

**Trunks** — Harbard Trunk Co., 1163 Market.

**Watchmaker** — Maurice Zucker, 210 Post.

**Water** — La Vida Mineral Water Co., 561 Bryant.

**Wheels** — Claude H. Shayer (auto), 1690 Pine.

**Window Cleaning** — Able Window Cleaning Co., 3232 Buchanan to 1885 Lombard.

**Wire** — Coast Wire Co. (Ernest Roy), 230 Spear; Wm. H. Hopkins Wire Works, 860 Howard to 169 Russ.

**Miscellaneous** — Aer-Rotor Sanitation System Co., 821 Market; Alloil Lub. Corp., 50 Hawthorne to 60 Brady; Apartment [continued on page 4]

# Industrial Development

REPORTED BY THE

Industrial Department of S. F. Chamber of Commerce

## NEW INDUSTRIES

**California Sandal Company** has recently been organized, and is in the business of manufacturing beach sandals of all kinds for men, women, and children. The company occupies one floor at 527 Howard Street, and the present production, according to J. Cox, manager, is 250 pairs a day. Distribution of the product of this new concern is being rapidly built up with the wholesale trade. Mr. Cox also states that he was formerly connected with the Shoe Divisions of the Hood Rubber Company and Steberling Rubber Company.

**Cohen Cloak & Suit Mfg. Co.** has just been established and is manufacturing ladies' coats and suits. This new company is located at 305 Grand Avenue and at present has six employees.

**The Marne Hat Company**, 695 Sutter, has commenced the manufacture of ladies' hats. The company is anticipating manufacturing on a large scale soon for the wholesale trade.

**Cambra Food Products Company** was organized some months ago, and is in the business of making the following

brands of preserves, jellies and mince-meat: "Kellers," "Imperial," "Santa Clara," and "Three Diamond." Factory and offices are located at 2190 Folsom Street. A nationwide distribution of products is being built up. Considerable investment was made in machinery and equipment, and the company has eight employees at present.

**Delicious Candy Factory**, with offices and factory at 418 Valencia Street, has just commenced the manufacture of candies of all kinds, specializing in chocolates. Products are being made for both the wholesale and retail trade. One floor of approximately 3750 square feet is occupied.

**Inertel Company, Inc.**, manufacturer of waterproofing compounds and paints, with headquarters offices in New York City, and factory in Newark, New Jersey, has established western headquarters at 447 Sutter Street, San Francisco. A complete stock of products is carried here in several warehouses, and distribution will be made to all the western territory from this branch. B. W. Mueller is Pacific Coast manager.

## EXPANSIONS

**Dammer Brothers**, manufacturers of a complete line of fur goods in San Francisco for the past eighteen years, and operating sales branches in New York and Los Angeles, have just doubled floor space in their factory at 239 Geary Street, and have commenced the manufacture of a high grade line of women's dresses and sports coats. Ira Fortoulis, with 23 years' experience in the New York coat market, is in charge of the new San Francisco factory which started business on Monday, July 21, and which at first will employ 25 additional workmen.

According to Phil Dammer, executive in charge of Dammer Brothers, the original factory serves the entire eleven western states, and the new ladies' coat factory will eventually distribute to this same market. Fur trimmed coats will wholesale at from \$29.50 to \$159.50, and plain coats from \$16.50 and up.

Plant equipment in present quarters can be expanded to turn out 500 coats a week as business demands warrant.

The show room of the factory which overlooks Union Square is one of the finest in San Francisco, and is equal to the best in New York City. This new factory started as a part of San Francisco's market building program launched by the Chamber of Commerce and the Retail Dry Goods Association. Dammer Brothers carrying in the July 21 issue of Women's Wear, New York, a half page advertisement announcing the opening and featuring San Francisco.

**MacMarr Stores, Ltd.**, operating 1500 stores, with headquarters in Portland, and with San Francisco Division offices at 255 Twelfth Street, is a San Francisco industry as well as distribution unit. The large plant at 255 Twelfth Street houses

a creamery department which bottles milk and cream, and cuts and packs butter for the San Francisco Division, and also houses the plant of the Dwight Edwards Company, recently organized, which blends and distributes green coffee to all the MacMarr stores and roasts coffee in the San Francisco Division for these and other stores in California and Arizona. This company occupies a large space in the Twelfth Street building. According to H. E. Moore, manager, San Francisco Division, this division extends from Eureka on the north, to Santa Maria on the south.

**Lee Tire & Rubber Company**, with headquarters offices at Conshohocken, Pa., and factories in Conshohocken, Pa., and Youngstown, Ohio, has recently moved western headquarters in San Francisco from 1350 Van Ness Avenue, to 12th and Howard streets, where three floors, a total of 11,500 square feet are occupied. The products of the company include pneumatic tires and tubes, solid tires, and sundry rubber goods. J. J. Pie is Pacific Coast district manager, and all of the western states are served from this headquarters. The new location gives three times as much floor space over former location, and it is anticipated that a much larger stock will be carried.

**J. M. Cohen & Co.**, manufacturers of men's and boys' neckwear, have recently moved from 15 Battery Street to 51 First Street. Floor space has been increased 50 per cent by this removal, and the concern anticipates an increase in production. This company was established in San Francisco in 1907, and the new location, being in the center of the wholesale district, affords a better opportunity to serve the wholesale trade. 6000 square feet is occupied.

## DISTRIBUTORS

A new division of Blake, Moffitt & Towne, wholesalers of paper, twines, etc., and manufacturer of certain paper products, with headquarters at 41 First Street, San Francisco, has just been opened at Yakima, Washington. As in the case of other divisions of the company, a general

stock of paper, paper products and twines will be carried on hand at the new branch in order to give paper buyers in that region the best possible service. With Yakima, there are now three divisions in the state of Washington, Seattle and Tacoma being the other two locations.

## Freight Overcharges; Statute of Limitations

The Transportation Department is advised that on July 27, 1930, the appellate division of the Superior Court of Los Angeles County rendered its findings in Cases Numbers C. A. 137 and 138 (Sunset Pacific Oil Co. vs. L. A. & S. L. R. R.).

In Case 137 the court held that the four-year limitation upon any contract, obligation or liability founded on an instrument in writing was not applicable to freight overcharges under Section 337, California Code of Civil Procedure despite the fact that shipments covered by the appeal had moved within four years from date of commencement of suit.

In Case 138 the court held that Section 338 of the Code providing a three-year limitation upon a liability created by statute was applicable. Under this decision suits for the recovery of straight freight overcharges may and should be filed in the civil courts within three years from payment of freight charges.

The above referred to suits were filed against the proposals contained in Agent Gompf's Circular No. 311-4 of December 27, 1929, which probably will be amended in conformity with the findings of the court.

## CHAMBER'S TARIFF FILES AUGMENTED

The Tariff File of the Transportation Department now consists of over 2500 volumes containing freight rates, rules, regulations, etc., applying quite generally throughout the United States. Quotations from and advice concerning these issues are available to members through the service of a competent tariff expert whose constant aim is to furnish to members a complete and courteous rate quotation service.

Members are invited to make use of these services, which are rendered without charge.

The quality of service rendered by this department is largely dependent upon requests presented by members and we will be able to properly augment our tariff files with a consequent improvement in our quotation services if members will acquaint us with the commodities in which they are interested, together with the origin and destination territories involved. We will thus be able to obtain those additional freight tariffs necessary to fulfill the specific requirements of our members with a consequent increase in the efficiency of our service.

## NEW CHARTINGS OF BAY WILL AID SHIPPING

Thomas J. Maher, chief of the San Francisco Division of the United States Coast and Geodetic Survey Service, at a meeting last week with the members of the San Francisco Chamber of Commerce Industrial Committee, presented plans for the charting of the southern portion of San Francisco Bay and the delta portions of the San Joaquin and Sacramento rivers. Under the plans of the project, which has the committee's approval, and will be recommended by Mr. Maher to the Washington, D. C., headquarters of the Survey Service, soundings and chartings will be made of the southern arm of San Francisco Bay to its extremity, and up the two rivers to Stockton and Sacramento, respectively.

Mr. Maher's recommendation is the outgrowth of a meeting between industrial committee members and the various government officials in charge of charting and marking local waters, which was held last January. At that time the committee urged that the work be done and as the result, Mr. Maher met with and secured the committee's approval of his report.

Commenting upon the need of this L. O. Head, vice president of the bar and chairman of its Industrial Committee said: "Upon investigation of that no chartings of the southern portion of San Francisco Bay have been since 1897 and there have never been chartings of our two (im) navigable rivers.

"Because such information has been available, we are of the opinion the fullest possible advantage has not been taken of the navigable parts of the bay adjacent to the ten thousand potential industrial property on the peninsula. As the result of this definite information and sounding be available particularly over San Shoals, a portion of the bay which have erroneously believed an impediment to the free use of the bay by water industrial traffic."

Referring to the development of two rivers, he said, "Although the rivers are now extensively used by mercantile traffic, no one but expert pilots know the channels. With available, new men may be able to follow them."

In addition to the commercial aspect, Mr. Head points out that local pleasure and yacht building factories benefited since the amateur boating enthusiast will soon have charts available for their use in cruising up the Sacramento and San Joaquin rivers.

## COMPLETE LIBRARY ON TRANSPORTATION

The Transportation Department has the use of members an excellent library of text and reference books that thoroughly cover the transportation field. It includes a complete file of decisions of the Interstate Commerce Commission, Railroad Commission of State of California and the United States Supreme Court; the Traffic World; Lust's Digests, etc.

Members are invited to avail themselves of these facilities and inquire made in person, by telephone or by concerning decisions of regulatory boards or courts will be promptly handled.

## Chamber Industrial Broadcasts Describe Products of S. F. Firm

[continued from page 1] progress talk during the Chamber of Commerce programs: W. P. Fuller & United Fruit Co., Pacific Electric Co., Fontana Food Products Co., D. B. Ardell Co., Simon Mattress Co., Bear Co., Eleaster Heynemann Co., Simco Co., Neustader Bros., Sidley Co., Sp. Elevator Co., John Lincoln Co., Northern Chemical Co., Ferry-Morse Co., Paraffine Cos., S. S. F. Union S. yards, Schlage Lock Co., Associated Industries, Kleiber Motor Co., M. Fleischmann & Co., Illinois Pacific Co., and Western Pipe and Steel Co.

Every local factory desiring to participate during the period that these programs are to be given is urged to communicate with the Publicity Department.

## Leads for New Business

[continued from page 3] Rental Bureau, 2015 Chestnut; Berry Drive, Ltd., 655 Geary; Dr. Chester Cooley, 490 Post; Electric Service Supplies Co., 681 Market; Evergreen Repair Shop, 6242 Geary; Dr. F. Graham E. Fitzhugh Bldg.; Executives Personnel Bureau, 582 to 544 Market; Federal Garage, 706 Ellis to 1710 Howard; Galt Laboratory, 325 Chenery; Hoppert Service, 1109 to 112 Market; Ideal Patent Mfg. Co., 165 Post; Insurance Foundation, Ltd. (A. Silvers, Wm. Bruce) Montgomery; Jack's Bargain Store, Haight.

**THIS ISSUE**

**Guidelines...**

**Our Problem**

**LELAND W. CUTLER**

**Cooperation**

**HERBERT ELOESSER**

**Cargo Handling**

**J. K. NOVINS**

**Third Street Bridge**

**CAPEN A. FLEMING**

**Restaurant Survey**

**J. J. EPPINGER**

**Visiting Nurse**

**NAOMI DEUTSCH**

**NO on**

**Power Bonds**



**SAN FRANCISCO  
BUSINESS**

**AUGUST 13  
1930**



# YOU ARE JUDGED



by  
**YOUR  
OFFICE**



The «V» shaped filing pocket -- means faster filing and finding. An exclusive Globe-Wernicke Tri-Guard File feature. Write for booklet «Outstanding Filing Developments».

**A**S the door of your office

swings open -- what is the first impression created? Good -- bad -- indifferent?

Beauty is more than skin deep in office equipment!

Back in the early «Eighties», Globe-Wernicke began putting offices in order. Today Globe-Wernicke has the advantage of almost 50 years experience in solving business problems. This experience made possible the outstanding Globe-Wernicke filing developments -- Tri-Guard File, Angular Tab Guides, Safeguard Filing Plan.

Equipment of this type, planned into your office by factory trained Globe-Wernicke Authorized Dealers, brings savings that will surprise you.

To survey your old office -- or plan your new one, see your Globe-Wernicke Authorized Dealer

**H. S. CROCKER CO., INC.**

565 MARKET STREET

242 MONTGOMERY STREET

SAN FRANCISCO

FRESNO

SACRAMENTO

At Red, White & Blue Dealers—Everywhere!

# STANDARD VACATION INFORMATION



LISTEN IN—Presenting the Standard Symphony Orchestra, The Standard Symphony Hour offers its programs of enjoyable music every Thursday evening from 7:45 to 8:45 P.M. over KF1; KGO; KGW; KOMO and KHQ.

**I**NFORMATION ABOUT FREIGHT RATES from any place to any place—on seaboard or inland—by water or rail and water, is instantly available to shippers. Just call your nearest McCormick representative. He has access to a complete, up-to-the-minute file of freight tariffs and will give you accurate information about rates, classifications, packing requirements, bill-of-lading regulations and other factors that govern shipments. This is just one instance of what we mean when we say . . . . .

*“Eliminate Worry . . . Ship via McCormick”*

**FOUR FLEETS . . .**

*Pacific Coastwise Freight  
and Passenger Service*

*Pacific-Argentine-Brazil Line  
(U. S. Mail Steamers)*



**80,000 Miles of Service**

*U. S. Intercoastal Service  
(Munson-McCormick)*

*Pacific-West Indies Service*

OAKLAND  
FARE TERMINAL  
(Lakeside 3146)  
Los Angeles  
San Diego

**McCormick Steamship Company**  
215 Market St.  
San Francisco  
Davenport 3500

Portland  
Seattle  
Tacoma  
Astoria  
Vanouver, B. C.





# The Side Lines... Our Problem

By **LELAND W. CUTLER**

*President S. F. Chamber of Commerce*

**A** MAN resigned from the Chamber of Commerce last month. He gave as his reason that business was bad.

Chambers of commerce throughout the country are working now as they seldom have been called upon to work, to make business good. That is their job and their responsibility.

The urgency of improving business is never as great as when it is bad, and if it were always good there would be less need for chambers of commerce.

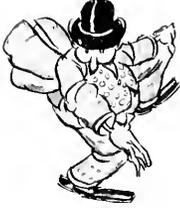
In every community can be found every type of citizen—good, bad and indifferent. The last is the most difficult to handle, and I think he's even more of a community problem than the bad. It's easier to make a good citizen of a bad one than it is to make a bad one of a good. But it is almost impossible to change an indifferent citizen into anything else than what he is, because he's satisfied with himself and his surroundings and so why all the excitement?

San Francisco has fewer bad citizens than any seaport city of its size in the world. It has more outstanding leaders than any city that I know of, but it has an army of indifferent, satisfied critics that are one hundred per cent responsible for what they themselves like to refer to as our lack of progress. They are our real problem.

We, as a community, know whether our business and our progress are satisfactory, and whether or not there is work for a chamber of commerce to do. If there is not, then seven thousand or more business men who are supporting it are wrong and the gentleman who resigned is right. If, on the other hand, our general progress could stand a little speeding up, there are entirely too many citizens in our community who are standing on the sidelines yelling for action and doing nothing to get it.

Nearly all of the criticism of any chamber of commerce is inspired by people who refuse to join it, which is as unfair and unjust as the man who denounces his government and refuses to vote. I don't think that criticism of a chamber of commerce or of any other public organization is as important or as damaging as some of us believe, for the reason that the men who are actually doing the constructive things for their community are too busy to hear it, or, if they do hear it, they're too big to be discouraged by it. The great pity is that so much potential energy should be so needlessly wasted.

No chamber of commerce is given credit for all of the things it does. You may have read during the week that shipbuilding firms of the San Francisco Bay area are to be permitted to bid for the construction of several vessels to be financed by the Government after Washington had decreed





# The Presidents' . . . . page

I believe that a man should be proud of the city in which he lives, and that he should so live that his city will be proud that he lives in it.

—ABRAHAM LINCOLN.

\* \* \* \*

The test of a man's worth to his community is the service he renders to it.

—THEODORE ROOSEVELT.

\* \* \* \*

It has been my observation that without exception the city which vigorously and enthusiastically supports a chamber of commerce is likely to be classed among progressive and illumined communities, and that the city which fails in such efforts is pretty sure to be excluded from that classification.

—WARREN G. HARDING.

\* \* \* \*

There is today a greater need than ever for a spirit of cooperation, not only between capital and labor, but between business and government and between different sections of the country, and it is through organization that this can best be brought about.

—CALVIN COOLIDGE.

\* \* \* \*

Anyone who has watched the development of our cities during recent years must be impressed by the effective and constructive service rendered by their chambers of commerce. The work of a chamber of commerce opens paths of usefulness limited only by the degree of active interest which is shown in its activities by the community which it serves.

—HERBERT HOOVER.

★ ★ ★



★ ★ ★



★ ★ ★

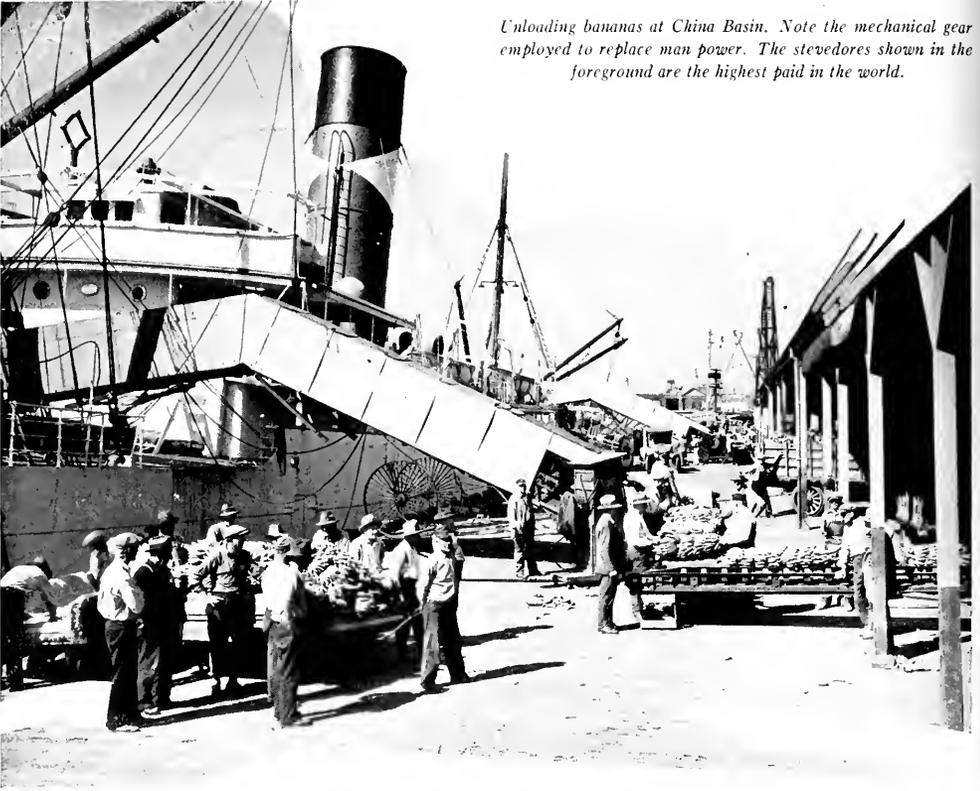


★ ★ ★



★ ★ ★





*Unloading bananas at China Basin. Note the mechanical gear employed to replace man power. The stevedores shown in the foreground are the highest paid in the world.*

# FIRST *in* CARGO Handling

**I**N the parlance of the seafaring man "the hook never hangs." One who "lazes"

By J. K. NOVINS

through an afternoon down at the docks along the Embarcadero soon begins to understand what a world of meaning is condensed in these four words. Uttered by the sun-tanned mariner in his matter-of-fact way, and echoed by the swarms of stevedore gangs working with rhythmic precision, the phrase brings to light one of the most interesting facts about San Francisco's famous waterfront.

It reveals, for instance, that freight loaded on steamers calling at the port of San Francisco, receives the most efficient and most economical handling of any port in the world! As with cargo, so with men who attend to the loading and unloading

operations, who fire the boilers and set the sails, for at our waterfront the system of handling the per-

sonnel for the merchant marine is regarded as the most unique of any port in the world.

One astounding fact stands out. It should be known to every man and woman who points with pride to our harbor and to our excellent shipping facilities. The army of men handling the fourteen million tons of freight which pass through our docks every year is the highest paid in the world for this class of labor, and yet the cost, in dollars and cents, is the lowest of any port.

For a gang of sixteen longshoremen loading a vessel with valuable cargo at the rate of 20 tons to the hour—some have been known to handle as

ship owners that it is not unusual for them to devise a specialized gear for each product handled for loading."

Most of us are not aware of the fact that officials of the United States Shipping Board have made extended studies of the methods and economics of handling cargoes at the Embarcadero and, while their statistical reports are not yet available, it is known they were unanimously of the opinion that nowhere is the loading and unloading of ship cargoes effected at such low cost as in the San Francisco port.

"It was a surprise to the Shipping Board officials, but the ship owners have known that right along," Captain Walter Petersen, general manager of the Steamship Owners Association of the Pacific, recently informed the writer. "This condition is not difficult to comprehend. First of all, by paying the highest rate for such labor we can command the service of the most skilled men. The rate now paid to longshoremen was fixed by mutual agreement of the ship owners and the longshoremen, and cannot be changed for five years. This, we have found, is a most satisfactory arrangement, as it insures the maximum of peace and harmony and eliminates any possibility of interrupting the flow of cargo to ships loading at the San Francisco docks.

"We have not had any labor troubles along the waterfront since 1923, as a result of the spirit in

*Inside of a floating warehouse, showing how cargo is stacked in ship's hold. Photo by courtesy of American-Hawaiian Steamship Company.*



high as 27 tons—"the hook never hangs." The swinging hook which delivers the load into the gaping hold of the ocean liner never swings idle for one minute. It is as regular in its productivity as the measured stroke of the piston rod of an engine, and as efficient.

Behind this swinging hook is an organized army of three thousand longshoremen who, contrary to general impression, are definitely to be classed as skilled workers, whose pay is ninety cents per hour—the highest wage rate paid to stevedores in any port the world over.

That they are also the most efficient is borne out, not by hastily gathered statistics or half-baked opinion, but by the judgment of seasoned shipping men and traffic experts. It is known, for instance, that at the Boston port the average loading efficiency is only 15 tons to the hour. Speed alone, however, is not the sole criterion, for it is doubtful that ship cargo receives as careful and systematized handling as at the San Francisco port.

"The other day," said one shipping man, "I made a count of the different kinds of gear used for loading cargo into ships. I was surprised to learn that at least 125 different kinds of gear are being used at our waterfront. Such is the enterprise of the

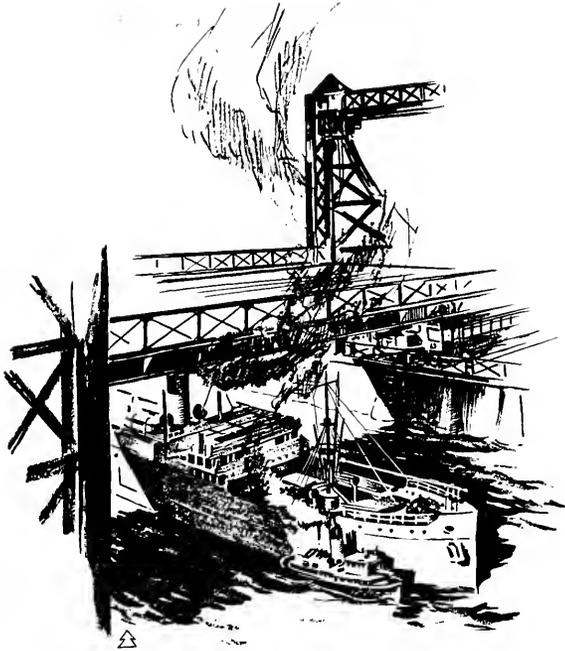


[ continued ]  
on page 17 ]

*Above, "Less than carload lots" sheds constructed at American-Hawaiian Steamship Company pier to avoid congestion of freight and to speed up loading.*

*At right, How boxes of canned milk are loaded on steamer. The platform used was especially devised to handle this commodity.*





# *The* Third Street *Bridge*

A Chamber of Commerce Accomplishment

By CAPEN A. FLEMING

*Manager Industrial Department  
San Francisco Chamber of Commerce*

**I**T'S assured — after more than two years' work—and construction will start about the first of the year.

During negotiations in the latter part of 1927 for the location in San Francisco of the United Fruit Company's Pacific Coast terminal, the Industrial Committee of the San Francisco Chamber of Commerce and the city engineer gave their word that were this company to locate on the channel, a new bridge would be built at Third Street.

The constructive step taken by the Board of Supervisors on Monday, July 21, is the final one as far as authority goes, but it has taken cooperation on the part of all concerned to bring the project to the point where it is today.

Beginning with March 19, 1928, when a report was received from its Transportation Section, the Industrial Committee has held 103 regular meet-

ings, and on the agenda of 29 of these, the Third Street Bridge appeared for consideration. This does not include the several conferences which have been held with different groups at the city engineer's office, with the Streets Committee of the Board of Supervisors, and with the Board of State Harbor Commissioners. (Personnel composing the committees and boards referred to will be found at the conclusion of this article.)

In consideration of the commitment of the Chamber of Commerce and the city engineer to secure appropriation for a new bridge, the United Fruit Company selected San Francisco and decided to use a smaller type of ship on the Pacific Coast run until the new bridge should be constructed.

Such decision was made necessary owing to the fact that the present Third Street Bridge is fairly propped up and tied together, its foundations being

prevented from caving in by two struts across the bottom of the channel which abut the bridge foundations at either end. These struts, together with the narrow span of the old bridge, presented the problem.

One day, an incoming United Fruit freight miscalculated slightly on the tide, scraped the struts and severed the cable which controlled the bridge motors. While the vessel went through with no damage to herself, the bridge could not be lowered and traffic was delayed for several hours. J. Scott Rider, local manager, wrote to the Chamber of Commerce, in part as follows:

"The United Fruit Company was assured at that time (when the company selected San Francisco) by the Chamber of Commerce and by the city engineer that immediate steps would be taken to remove the struts. . . .

"Our business in San Francisco has been satisfactory—in fact it has exceeded our expectations—and we have every reason to believe that the volume of business which can be done both inward and outward from this city will shortly justify the placing of larger and better ships in our West Coast service. Larger ships can not be operated through the present bridge.

"I am sincerely hopeful that the efforts now being made by your Industrial Committee will be successful and that within a very short time I will be able to notify our eastern offices that San Francisco is cooperating in the matter of the bridge, and that we can go ahead with plans for expanding our service."

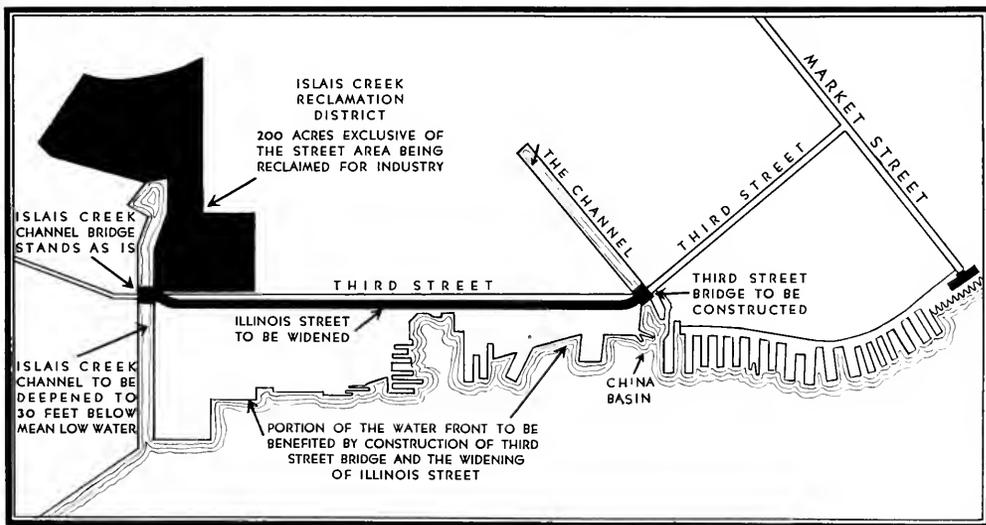
The incident gave added impetus to the committee's work. Before this time, however, the Board of Directors of the Chamber of Commerce had accepted the report of the Industrial Committee and had gone on record unanimously for a new bridge. A letter had been sent to the city engineer, and to the chief engineer of the Harbor Board, on March 23, 1928, which requested the city and Harbor Board to get together on the project. The suggested conference was held, but as in all such matters, action seemed very slow.

Nevertheless, definite steps were being taken. In 1929, the Board of State Harbor Commissioners had set aside \$150,000 as the share of that board in the cost of construction based on the fact that the state-owned belt line would have trackage over the new bridge. Also early in 1929, the city engineer had prepared his budget including an item of \$550,000 for the Third Street Bridge. All of this was previous to the above incident, and it was only an incident. It, however, proved to the authorities that delay might be serious.

On October 9, 1928, the city engineer requested assistance of the Chamber of Commerce in securing an appropriation of \$4500 to be expended on foundation borings, it being necessary to take these before a bridge structure could be designed. The Supervisors' Streets Committee cooperated with the Chamber of Commerce so satisfactorily that this appropriation was recommended and made by the Board of Supervisors in December, 1928.

Chamber of Commerce representatives ap-

(continued on page 19)



The above map illustrates the relationship of the three projects in the Industrial Committee's program of development of the industrial section South of the Channel. They are—construction of a new Third Street Bridge, the widening of Illinois Street and the dredging of Islais Creek Channel, coincident with the reclamation of more than two hundred acres of industrial land in the Islais Creek District.

# The San Francisco Restaurant Survey

By J. J. EPPINGER

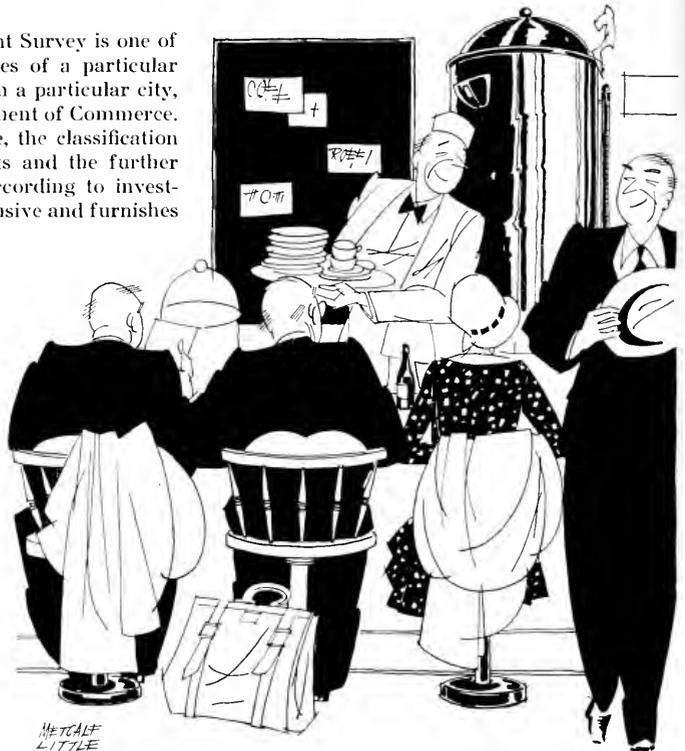
*President San Francisco Restaurant Association*

**T**HERE has been completed recently by the United States Department of Commerce, a survey of the restaurant facilities of San Francisco, and a preliminary report covering certain features of the survey has just been issued under the authorship of Edwin Bates of the Domestic Commerce Division. Several other reports covering other phases of the survey will be issued shortly and the entire report will be printed and will be available to all who are interested.

The San Francisco Restaurant Survey is one of the most comprehensive studies of a particular line of business as conducted in a particular city, ever undertaken by the Department of Commerce. The detail of the questionnaire, the classification of various types of restaurants and the further classification of these types according to investment, is exceedingly comprehensive and furnishes a degree of information to those engaged in the business, and to those contemplating entering into the business, available in few, if any, other trades.

Early last year the San Francisco Restaurant Association, which is one of the oldest trade organizations in the city, decided to sponsor and enlist support for a Bureau of Research to study conditions prevailing in the restaurant trade and in those trades allied to it. Accordingly the bureau was organized under the directorship of J. J. Schlaepfer and the finances found among restaurants, hotels and purveyors to them. This

bureau, along with its other activities, made a study of eleven somewhat incomplete Censuses of Distribution made by the Department of Commerce in 1927 and 1928 in eleven selected cities. In all eleven cities the restaurant trade was found to be so important in volume in comparison with other retail trades that it appeared that a complete and more detailed study might well be un-





J. J. EPPINGER

e

dertaken in San Francisco. Accordingly the matter was presented to Mr. Wesley O. Ash, manager of the San Francisco office of the Department of Commerce, and through him Dr. Frank Surface, assistant director of the Bureau of Foreign and Domestic Commerce, was interested. Inasmuch as funds for an investigation of this kind were not at hand by the Department of Commerce, a way was found to finance this survey by contribution of services to the Department of Commerce for this special work. In order that the survey might be officially sanctioned, and that the information requested of various restaurants might be more easily obtained, the auspices of the Department of Commerce were necessary. In order that the department might undertake this work for the benefit of the entire commercial interests of the city, the San Francisco Chamber of Commerce was requested to join with the San Francisco Restaurant Association in making a request for the survey and in financing it. It is a matter of great satisfaction that the Chamber of Commerce saw the value of the contemplated survey and joined in the request and in the financing.

Few surveys have been started with so much of the ground work done in advance. This preliminary work has made it possible for the department to check and recheck the returns and the results of the questionnaires. Many questionnaires were sent back a number of times with a field enumerator for revision. All questionnaires were checked against the records of the tax collector to whom licenses for the operation of restaurants are paid. The results obtained by the survey accord so closely



in certain respects with the facts indicated by the previous Censuses of Distribution, that it is safe to say that this survey is one of the most accurate pieces of work ever done by the Department of Commerce.

While the preliminary report as issued by Mr. Bates is exceedingly readable, it is, of course, questionable whether it will be read by any except those directly interested in the restaurant trade or in porveying thereto. Somehow or other, people are loath to read reports in which appear a mass of figures and tables. It will, therefore, be my part to attempt to condense some of the information in this preliminary report into a few comments on the restaurant trade in San Francisco.

The survey indicates that in San Francisco, and by inference in other large cities, restaurant keeping is no longer a trade—it is a malady and one of epidemic proportions. Being a malady there have been mortalities. The survey took approximately six months and during that period of time 12 per cent of the restaurants in existence at the start of the survey closed up. Some 6 per cent either refused to give any information or were too new to be considered. Accordingly this survey covers 1184 places in San Francisco where food is sold to be consumed on the premises. That is, there is one restaurant for every 530 people in San Fran-

# Vote "NO" On All Four Power Bond Proposals!

*The following statement of the Chamber of Commerce position in respect of the proposed power bonds is the result of an exhaustive study of the propositions by a special committee of the Chamber. Representatives of other organizations attended by invitation the conferences of this committee, as did City Engineer O'Shaughnessy, Paul Oest, his assistant, Supervisor Havenner, City Attorney O'Toole, Randall Ellis, the city's public utilities expert, and others. As the result of this investigation the following recommendation was adopted by the organizations whose signatures appear below:*

**Y**OU are asked to vote on four proposed bond issues totaling \$68,115,000. If carried, they will put San Francisco into the hydro-electric business. These four bond issues are separately presented, but you should vote against all of them. Taken as a whole, they mean the purchase of the local electrical systems of Pacific Gas & Electric and Great Western Power, connecting them with Hetch Hetchy, and the building of another Hetch Hetchy generating plant.

1. The Board of Supervisors decided that \$68,115,000 would be enough money to start the city on this project. The city engineer has contended all along that a minimum of \$85,015,000 is necessary if the city is to continue giving the electric service that consumers are receiving at present. He has insisted that if the \$68,115,000 bond issues carry now, it will be necessary immediately afterwards to ask the citizens to vote for \$16,930,000 more. In other words, it has been claimed that the city cannot go into the power business and take care of present needs unless a second bond election immediately follows the present one.

2. Our present bonded debt outstanding and authorized is \$162,560,100, a burden of approximately \$1300 per family of five. Our bonded debt since 1920 has increased from \$81,715,000 to the present sum of \$162,560,100, practically doubling the bonded debt in ten years. It will cost \$85,015,000 more to go into the power business. Thereafter at least \$1,000,000 must be added each year to capital investment.

3. Our present bonding leeway, meaning the amount of bonds which under the charter we may legally vote for everything, except water, is \$90,555,798. If we vote \$68,115,000, the leeway will be \$22,440,798. But the city engineer says we shall need immediately \$16,930,000 more. There won't be much bonding leeway left after that. Where will we get the money for other necessary projects?

4. There are other pressing civic projects, which have been urged, and which the city alone can

finance. These concern such items as safety devices on Hetch Hetchy Tunnel Construction, a new county jail, municipal street railway extension, Broadway Tunnel, airport, parks, including aquatic parks, playgrounds, sewers, health departments needs and other improvements, totaling in excess of \$20,000,000. We need a bonding leeway for such projects as these and for such unforeseen emergencies as may arise. Why finance the unnecessary purchase of a business enterprise at the expense of civic progress which only the city can finance?

5. The only change will be from business to political management. Electric rates are now regulated by the Railroad Commission and have been reduced steadily under such regulation. If we go into the power business as a city that regulation will cease. Reduction in rates will be much more difficult under city management. Political management will not only cost more than business management, but the opportunities for economies and consequent rate reductions which the private companies can have when serving a wider and more diversified field, like all of northern California, will be denied the city with its limited and less diversified city market for distribution. And dissatisfied rate payers who can now appeal from the company to the impartial and judicial Railroad Commission in all matters of rates or service, can have no such right of appeal in the case of political management.

6. The city ever since 1925 has been and is now disposing of Hetch Hetchy power, for use in San Francisco, through an agency contract with a private company, and has in those five years derived as gross revenue therefrom the sum of \$10,610,000 of which about \$9,000,000 is net to the city. We are told, however, that under the Baker Act we shall lose our rights to Hetch Hetchy water if we do not go into the municipal power business. Can you imagine the National Government cancelling our rights in Hetch Hetchy and cutting off our water supply, just because we refuse to go into

# The VISITING Nurse

## Guardian of a City's Wealth!



**G**UARDIAN of a city's wealth—not in the ordinary sense of that phrase; for this isn't going to be an article about San Francisco's

great banks and splendid financial institutions. But there is another kind of wealth just as vital to a community, and even more fundamental, for it is that upon which the whole superstructure of financial supremacy, commercial greatness, industrial expansion and every other sort of economic development rests, namely, the people's health.

"Health is wealth," runs the old saying and this is true for the city no less than for the individual. Sickness is a big factor in economic loss, not only to the worker, but to business and industrial leaders as well. And anything which reduces the morbidity rate conserves and increases the community's wealth.

Of course everyone is familiar with the splendid work that our hospitals are constantly doing along such lines, but how many know that there is a public health organization, the Visiting Nurse Association of San Francisco, whose money-saving value to industry, as well as to the community at large, is attested by the fact that two of the largest insurance companies and several big industrial concerns have contracts with it to care for their

By  
**Naomi Deutsch, B. S., R. N.**

*Director of the Visiting Nurse Association  
of San Francisco*

policyholders and employees? Over 35,000 visits—an average of almost 3000 per month—to the homes of people of every class and creed was the record established by this service during the year 1929. Among the cases covered by the association's industrial contracts, it has been repeatedly demonstrated by actual experience that the length of absence due to illness on the part of an employe is appreciably lessened in cases where the absentee has been visited in the home by a member of the Visiting Nurse Association's staff and given nursing care and advice in accordance with the attending physician's directions. Moreover, if the instructions given in diet and hygiene during any specific attack of illness are conscientiously continued and followed by the employe, his or her absences over the entire yearly period may also be considerably reduced.

Just what is the Visiting Nurse Association, and how and why does it function? It was established five years ago upon the recommendation of a nationally known health expert, Dr. Haven Emerson, of Columbia University, who, at the invitation of a group of public-spirited men and women, at that time made an exhaustive health survey of San Francisco and declared that the lack of such a service was a most serious omission in an adequate

# RETAIL *Cooperation*

## A New Market for *San Francisco Products*

By HERBERT ELOESSER

*Chairman Domestic Trade Committee  
San Francisco Chamber of Commerce*

Since the first and most essential feature of the program was the securing of local acceptance for

**P**LEDGES made recently by local department stores that they will purchase millions of dollars' worth of merchandise, demonstrate the concrete value of the trade-building activities carried on by the Domestic Trade and Industrial Committees of the Chamber of Commerce. Such results are not the accomplishments of a few days sporadic efforts, but on the contrary, were made possible only through consistent efforts along the lines of a carefully prepared market building program.

products, the committee decided to contact local retailers to ascertain why more local goods were not being purchased, and to call to their attention the financial benefit to them by patronizing the local market. To give the retail store owners and managers this information, a meeting was called on April 17, 1929, to which the principals of most of the larger store owners were invited.

The work had its inception in the latter part of 1928 when the Industrial Committee determined that if San Francisco was to successfully bid for industries, it must provide both new and established plants with the type of market outlets that would increase year by year. Accordingly that committee recommended the formation of a Domestic Trade Committee and the employment of an additional man on the Industrial Department staff to handle trade promotional work, on a broader scope than it was then being handled by the department.

At that meeting, over which Vice President L. O. Head presided, Philip J. Fay, then Chamber of Commerce president, explained the purpose of enlarging the scope of the organization's activities for the building of the local market and asked their assistance in developing a constructive program for increasing local buying.

This expansion, together with an addition of a publicity man for industrial and domestic trade work, then provided for sufficient staff employees through which volunteer committeemen might function. A Domestic Trade Committee was then appointed as a subcommittee of the Industrial Committee, the new committee being made up of leaders from various trade groups engaged in manufacturing and wholesaling business.

A frank presentation of local industrial conditions, illustrated with graphs and charts was made by Industrial Department Manager C. A. Fleming emphasizing the necessity of developing local payroll industries which would increase the city's retail buying power.

After conferring with others in their respective lines of commerce, the Domestic Trade Committee decided that its primary purpose should be to increase the wholesale sale of goods in San Francisco, thus building up the city's importance as a market place for industry. This was to be accomplished by increasing the acceptance on the part of local retailers of products handled in the local market; by studying the products of local factories to ascertain means of enlarging the field of manufactures and output; and by expanding wholesale business in our logical trade area outside of the city.

The writer told those present that it was necessary for local purchasers to support the local market both for reasons of community pride as well as for their own business welfare. He stressed the fact that through patronage of local factories, they in turn could offer better styles and better prices as the result of volume purchasing; that the retailer might reduce stocks and turnover through the building up of local merchandise supply bases; and finally pointed out that a definite percentage must be added to the resale price of goods bought elsewhere which involved the expense of buyer trips, freight and other service, which items should be considered when comparing local prices with those elsewhere.

The retailers present then agreed, following a general discussion of the subject, to permit Messrs. C. A. Fleming and Theodore Grady, Jr., Domestic Trade Commissioner, to present a program, similar to that of the meeting, before their buyers at their regular meetings in their stores.

# First in CARGO Handling

[continued from page 9]

which the men and the ship owners have got together for the well-being of the shipping industry. The ship owners have come to the conclusion that low paid labor is not always the most efficient. This is especially true of the men who load and unload the cargoes. In recent years their work has assumed the characteristics of a skilled occupation, requiring intelligence and teamwork instead of only physical strength. The stevedores are also of a better type of men, many of them owning their homes and all contributing to the welfare of the community in which they dwell.

"Man-power alone is not responsible for this condition of efficiency. We have been particularly enterprising in this improvement and adoption of mechanical handling devices, which lightens the task and speeds up operations to an unusual degree. The result is that the loading seldom or never interferes with departure schedules of our ocean-going or coastwise vessels and the public receives more dependable service."

The average man does not realize the immensity of the loading and unloading operations conducted daily at the Embarcadero. Virtually a floating warehouse is an ocean liner, millions of dollars worth

of merchandise being stowed away in every nook and cranny of the cavernous hold. A three-thousand tonner, or more, will require an army of a hundred stevedores, segregated in gangs of sixteen men each, to complete the task of loading the cargo. And it is a well organized, disciplined army, driven by one impulse—"the hook must never hang."

In a matter of two days and a night the hatch is sealed, and the steamer ready to take off on schedule. What an immense job the loading is can only be imagined, for a good sized deep sea liner will hold enough freight to fill up a string of freight cars five miles long.

The stevedore gang works with clock-like efficiency. Of the sixteen men, eight are busily engaged loading in the hold. Four men load the merchandise from the dock to the trailers, which are then attached to a power-driven jitney. A winch driver, hatch tender and gang foreman complete the crew.

Organized man-power plus the application of most modern loading equipment consisting of gear adapted for handling various products, these have helped to make the San Francisco port what it is today. One who saunters down to the waterfront will notice, for instance, that

there is never any semblance of congestion, no matter how close the sailing date. This is due principally, if not entirely, to the skilled handling by the trained stevedores. Despite the fact frail containers are often used—it is interesting to observe that engines are shipped uncased—the records of one leading steamship company operating from San Francisco indicate that the damage done to merchandise in the course of handling and shipping amounts to only 88/100 of 1 per cent of the company's total revenue from freight.

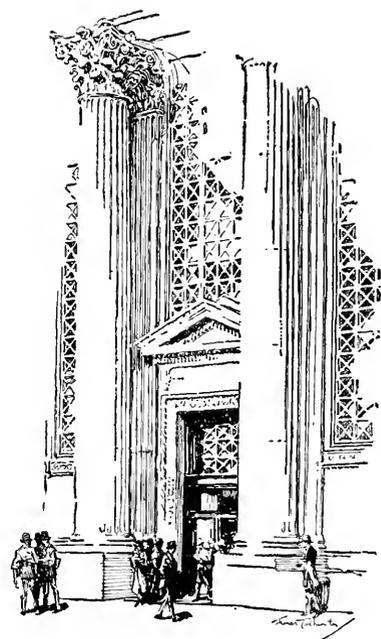
With the vogue for frail containers, the rope sling, once used universally for all types of merchandise, was discarded, and in its place some 125 different kinds of gear are to be seen along the waterfront. On this point it is interesting to quote from a report by Thomas G. Plant, operating manager of the American-Hawaiian Steamship Company. Realizing the increasing interest in the problems of ocean shipping, this company took the initiative recently to popularize the whole subject through the medium of motion picture films, showing every phase of the handling of ship cargo.

"In the early days of water transportation," Mr. Plant observes, "the favorite and virtually only known piece of load-

FOR over half a century a substantial influence in the sound and conservative development of western business.

## The Bank of California

NATIONAL ASSOCIATION  
 Founded 1864  
 SAN FRANCISCO  
 PORTLAND · TACOMA · SEATTLE



ing and unloading gear was the rope sling. For the time it was wholly adequate, since goods were packed always in stout boxes or equally strong barrels, casks, and other heavy containers. But, as increasing competition between manufacturers dictated economies in packing materials, frailer containers came into use. This competition, further increasing, demanded still greater economies in packing material, and the problem of the ocean carrier in effecting duty to cargo increased a hundred-fold. The rope sling was absolutely debarred—the frail containers would collapse under the pressure it exerted, with greater or less damage to contents, depending on its character.

"Facing this condition, it was necessary

to discover and adopt other contrivances—not one or two, but many—until today the modern ocean carrier uses innumerable pieces of loading and unloading gear—almost as many as the number of different commodities carried. Canned goods platforms that tilt in to prevent packages slipping off; canvas belts to prevent buckling and chafing; safety clamps that will avoid slipping; net slings; and a dozen and one other appliances of like nature are necessary to safeguard the handling of the variety of goods with whose transport the modern ocean carrier is entrusted.

"As a matter of fact," he continues to say, "those carriers that advertise and render superior service even go as far as

to design specific gear for specific commodities. Thus, we have special curved platforms for wire netting; special dual nets with wide spreaders for automobiles; special long-armed hooks with plugged ends for diameter pipe to prevent spoiling threads; special wide canvas belts for linoleum—to mention only a few of the many special types constantly employed today whose uselessness for any other purpose than to handle the one specific commodity in question reflects the lengths to which the modern dependable carrier goes to give special treatment to special commodities."

Tractors play an important part in the handling of cargo and in relieving unnecessary congestion. They have relieved the hardy stevedores of a great deal of physical labor and thus tend to speed up operations to the present degree of efficiency. A good illustration of the use of tractors to eliminating congestion is to be found at the American-Hawaiian Steamship Company dock, where sheds have been especially constructed to take care of less-than-carload shipments of merchandise. Truck loads are deposited at these sheds, which are arranged nine in a row. At the regular pier, alongside the sheds, space is utilized for carload shipments without overcrowding. When loading time arrives tractors move merchandise from the sheds to the pier. This is an innovation which characterizes the manner of handling cargo at the principal piers along the Embarcadero.

Available statistics show that our merchant marine employs a personnel of 150,000 men. Of this number at least 10,000 men are employed in San Francisco on each day of the year to engage in the coastwise trade alone. This does not include the men engaged exclusively in intercoastal operations. Few of us who have a direct interest in shipping realize that the San Francisco plan for recruiting labor to man the ships which carry our cargoes is the most unique that has ever been attempted.

To insure the employment of none but the best trained and the finest type of men obtainable, the ship owners now operate a central employment office in San Francisco, where properly qualified seamen are registered and placed on vessels operating from the San Francisco port. According to ship owners, this is the first attempt to create a clearing house for this type of labor, and has proven most successful.

The Marine Service Bureau, owned and supported by the organized ship owners, came into being in 1921, as a fitting solution to chaotic employment conditions along the waterfront. Strikes and other labor difficulties caused delays in the handling of cargoes. Sailing schedules were delayed. Very often unnecessary damage was done to cargo. Worst of all, a considerable proportion of the seamen employed under the old conditions were not of American birth, nor were they naturalized citizens.

At the present time, it is estimated, 75 per cent of the men employed on vessels operating from our port are either native

[continued on page 22]

# The 8 as BUICK B U I L D S I T

*Four new series, featuring masterly new Straight Eight Valve-in-Head Engines... new Syncro-Mesh Transmissions\*... new Insulated Bodies by Fisher... the culmination of Buick's 27 years of fine car building*

Buick presents the most thrilling motor cars Buick has ever created... four series of straight eights, with four wheelbases and four price ranges, including one line of eights priced fully \$200 lower than the fine Buick sixes of last year.

Building eights *exclusively*... Buick has naturally concentrated upon producing eights of exceptional quality.

The new creations embody many vitally important advancements including these major features:

**NEW BUICK VALVE-IN-HEAD STRAIGHT EIGHT ENGINES**—providing a degree of performance far surpassing even the finest previous Buick creations.

**NEW SYNCRO-MESH TRANSMISSIONS**—an ultra-luxurious feature, imparting smooth, silent, non-clash gear-shifting.

**NEW INSULATED BODIES BY FISHER**—skillfully insulated, like a fine home, against heat, cold and noise.

Here are resources of power, smoothness and swiftness—combined with a train-like sureness and steadiness of flight—heretofore unknown in Buick's field. Moreover, every unit of Buick's Valve-in-Head Straight Eight reveals increased size and strength to conform with the increased power of the new engines.

Buick cordially invites you to see and drive The Eight as Buick Builds It—on display at Buick showrooms everywhere.

## HOWARD AUTOMOBILE COMPANY

SAN FRANCISCO — LOS ANGELES — OAKLAND — PORTLAND

*\*Employed in three of the series, with Buick's fine standard transmission in the series of lowest price.*

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

## The Third Street Bridge

[continued from page 11]

peared before the Finance Committee of the Board of Supervisors at the time of the preparation of the 1929-30 and 1930-31 budgets, urgently requesting provision, if only partial, to start the bridge work, but money was not available in either budget.

During negotiations, the question was raised as to what interests should assist in financing the bridge other than the city and the Harbor Board. At a conference of those interested and affected held in the city engineer's office on the subject of participation in financing the structure, M. M. O'Shaughnessy, city engineer, stated, as will be found on page 8 of the minutes of June 11, 1929:

"We did not initiate this problem. It is shoved on us by the commercial organizations, the Chamber of Commerce, and we have two or three representatives here of the Chamber of Commerce, Mr. Baen, Mr. Raas, and Mr. Moore, and they have shoved this thing on us and say 'we demand that you build this bridge.' We have tackled this problem and Mr. Ohmen and Mr. Healy have been making studies for about a year and trying to do the best we can to get the best kind of a bridge for the city."

It was finally decided, however, that the city of San Francisco and the Harbor Board should together provide the construction money and thus expedite the completion of the project. It was this decision that was made effective on July 21, as stated, when the Board of Supervisors made a commitment on the Good Roads Fund to provide for the city's share.

When the Transportation Section of the Industrial Committee submitted its report in March of 1928, there was included, in addition to the Third Street Bridge, a plan calling for the widening of Illinois Street which parallels Third Street on the east. The State Belt Line tracks have never crossed the channel, and since the new bridge will make provision for such crossing, intensive development of the waterfront south of the channel will naturally follow. The question was whether the Embarcadero should be extended south along the bulkhead line, or a set-back waterfront street should be recommended. The latter was decided upon, and after being accepted by the Industrial Committee and the Board of Directors, was settled upon by the city and the Harbor Board as the acceptable plan.

The Chamber of Commerce is now engaged in the preliminaries of this project, and it is hoped that it may be well under way by the time the bridge is completed.

Another activity of the San Francisco Chamber of Commerce, started with the passage of the reclamation bill on August 24, 1925, is the Islais Creek Reclamation project. When completed in the latter part of 1931, the project will have cost

## Low Summer Fares

*Stopovers at Feather River Inn  
for golf, fishing, swimming.*

# EAST

*this way  
for scenery*

# WESTERN PACIFIC

Plan your trip East to include the utmost in mountain scenery enroute. *The Scenic Limited* carries you along the beautiful Feather River and directly into Salt Lake City—then, without change of cars, you continue through the massive Colorado Rockies, the Canyon of the Colorado, Eagle River Canyon, the Royal Gorge. Stopovers at all points enroute. Ask for illustrated folders.

*The*  
**FEATHER RIVER**  
*Route*



Get booklets, information and reservations at:  
**WESTERN PACIFIC TICKET OFFICE**  
654 Market Street (across from The Palace) Also  
Ferry Bldg. — San Francisco, Phone SUtter 1651



\$1,620,000, with a net gain of 200 acres, exclusive of streets, reclaimed from marsh land for new industries. This improvement will provide another ship channel similar to, but larger than, the one which the new Third Street Bridge will cross. It will be dredged to a depth of 30 feet below mean low water.

All three of the above projects tie in to one major related program of industrial development. The new bridge on the north makes possible greater development of the channel and provides facilities for connecting up the Belt Line as well as speeding up vehicular traffic. On the south is the Islais Creek project. Connecting the two will be Illinois Street, widened.

The products of the future industries to be located in the Islais Creek district may be shipped up Illinois Street, across the new Third Street Bridge, and landed at some one of San Francisco's many piers for export trade. Or they may be routed over one of the piers to be built on the southern waterfront as a result of these new projects.

The new Third Street Bridge structure, a single-leaf, bascule type, should be completed by about April, 1932, at an estimated cost of \$550,000. It is designed with a span of 140 feet and a clearance between fenders of 103 feet. The bridge will carry two sidewalks, six feet wide, six lanes of vehicular traffic, two street car lines and one Belt Line track. This

calls for a width of about 80 feet. Bids should be opened in October, and construction should start in January, 1931. Traffic will be routed over the Fourth Street Bridge during construction.

The following committees and boards have carried on the work of securing the new Third Street Bridge:

**INDUSTRIAL COMMITTEE,  
SAN FRANCISCO CHAMBER  
OF COMMERCE**

L. O. Head, chairman, L. A. Weidenmuller, vice-chairman, C. E. Baen, W. J. Bevan, Henry Bostwick, L. M. Brown, H. N. Carroll, Miner Chipman, C. C. Cole, John Cuddy, Merritt A. Cutten, Herbert Elosser, Chas. Elsey, Arnold E. Foster, Andrew J. Gallagher, B. A. Gayman, Horace Guittard, Chas. M. Gunn, Lewis E. Haas, J. Emmet Hayden, C. E. Healy, H. A. Hinshaw, E. S. Houdlette, Sidney Lawrence, John G. Levison, Clarence Lindner, Warren H. McBryde, Milton Marks, W. B. Maxwell, Harry J. Moore, W. L. Pattiani, A. E. Raas, J. Scott Rider, E. G. Ryder, P. J. Shaw, Chas. S. Young, A. J. Watson.

**TRANSPORTATION SECTION OF  
THE INDUSTRIAL COMMITTEE**

P. J. Shaw, chairman, E. J. Crofton, Charles Elsey, H. A. Hinshaw, E. J. Ryder, R. J. Ringwood, Frank G. White.

**THIRD STREET BRIDGE COMMITTEE OF INDUSTRIAL COMMITTEE**

Horace Guittard, chairman; C. E.

Baen, Harry J. Moore.

**BOARD OF SUPERVISORS, CITY  
AND COUNTY OF SAN FRANCISCO**

Sylvester Andriano, Victor J. Canepa, Jesse C. Colman, Andrew J. Gallagher, Frank R. Havenner, J. Emmet Hayden, Frank J. McGovern, James B. McSheehy, Carl W. Miles, Jefferson E. Peyser, James E. Power, Alfred Roncovieri, Angelo J. Rossi, Warren Shannon, W. J. Spaulding, William P. Stanton, Fred Suhr, Dr. J. M. Toner.

**CITY ENGINEER'S OFFICE**

M. M. O'Shaughnessy, chief engineer, Clyde Healy, assistant city engineer.

**BOARD OF STATE HARBOR  
COMMISSIONERS**

C. L. Tilden, president, Frank C. Sykes, Paul Scharrenberg, Frank G. White, chief engineer, Mark H. Gates, secretary.

**Revenue Freight Loading**

Loading of revenue freight for the week ended July 19 totaled 928,256 cars, according to the car service division of the American Railway Association. This was an increase of 12,271 cars above the preceding week, but a reduction of 151,712 cars below the same week in 1929. It also was a decrease of 105,587 cars below the same week in 1928.

Miscellaneous freight loading for the week of July 19 totaled 359,168 cars, 66,443 cars under the same week in 1929 and 51,092 cars under the corresponding week in 1928.

Loading of merchandise less-than-carload-lot freight amounted to 233,131 cars, a decrease of 24,439 cars below the corresponding week last year and 22,571 cars below the same week two years ago.

# It's a meal... to cook with *electricity*

And the electric range  
costs no more than  
any good range

**E**LECTRIC cooking has an aristocratic "atmosphere." However, fine "atmosphere" should not mislead any one from true dollar-and-cents facts. Here they are:

You can cook a complete meal for four people with 4¢ worth of electricity. In addition, the price of an electric range itself is no more than any good range.

And how the electric range improves cooking!—and gives you more time for out-of-the-kitchen activities. For electric cooking can be entirely automatic. After a meal is placed in the oven, you never have to watch it—or baste the meat. Moreover, the electric range is the "keynote" for a beautiful, clean kitchen.

Today's electric range has Improved Cooking Elements, 29 to 50% speedier. Fully enameled Rust-Proof Oven. Smokeless Broiler Pan. Smooth Porcelain Enamel which wipes clean easily. Cooker Pot. Automatic Oven Temperature Control, and a Special Time Clock for automatically turning the oven current on and off while you're away.

*Come into our office or a dealer's store and see the fine new electric ranges. And remember, modern electric cooking IS economical.*

PACIFIC GAS AND ELECTRIC COMPANY

**P·G·and·E·**

Owned · Operated · Managed  
by Californians ·

# INDUSTRIAL Development

Reported by the Industrial Department  
San Francisco Chamber of Commerce



## NEW INDUSTRIES

Another national concern, THE MARATHA WASHINGTON CANDIES COMPANY, has chosen San Francisco for its Pacific Coast manufacturing and distribution headquarters.

After a thorough study of western markets and distribution points, San Francisco was found to be the most desirable point for the division headquarters from every viewpoint, geographically, economically, strategically and climatically. The factory at 5630 Geary Street serves the entire California division territory. The plant, occupying a floor space of 7500 square feet, now employs between 100 and 150 people. It is so arranged as to permit expansion as the occasion demands.

J. Lester Cowans, formerly sales manager of the national chain with headquarters in Chicago, is manager of the western headquarters, and under his direction are fifteen retail stores and the San Francisco factory as well as numerous agencies that serve as retail outlets where there is no direct factory store. Four of these stores are in San Francisco, one in Oakland, eight in Los Angeles, one in Hollywood and one in Long Beach.

According to Mr. Cowans, the Marthas Washington Candies Company operates throughout the United States 250 retail stores and 11 factories, and has more than 7000 agencies—the California Division being the newest division in the chain.

The Marthas Washington Candies Company was founded about thirty years ago by Elie Sheetz. Cowans already has ambitious plans for expansion, and believes that San Francisco provides the ideal spot for his operations.

San Francisco is the candy manufacturing center of the West, since raw materials, sugar and chocolate, are produced here and our climate makes it possible to warehouse confections here without refrigeration and to manufacture all the year round.

## The SIDE LINES Our Problem

[continued from page 6]

that contracts were to be limited to eastern yards. That decision, carrying with it the possibility of work for thousands of men and the expenditure of millions of dollars in and around San Francisco, is the result of the efforts of the San Francisco Chamber of Commerce. The decision was of vast news

importance to the entire Pacific Coast; the steps by which it was reached—the months of correspondence between the San Francisco Chamber of Commerce and Washington—was apparently of no news importance, and so the public took it for granted that a bit of good fortune had come our way—and that was that.

For more than two years the Chamber of Commerce has led a campaign for the construction of a new bridge at Third Street across Channel Street. This improvement will mean a tremendous impetus to shipping and will open the Potrero and Visitacion Valley regions to enormous industrial development. Its construction was assured last month by a city appropriation of \$400,000 which will

be added to the \$150,000 previously appropriated by the State Board of Harbor Commissioners. Few knew when they read of it that the Chamber of Commerce had sponsored the project and seen it through to the finish.

There are other projects, some of major importance, that will continue to keep us busy, and as they are finished and new ones come along to take their place, we will grow and possibly speed up a little, and times will be better and the gentleman who resigned because business is had may find it good and join again.

But we'll always have the side lines. They watch the wheels go round. They are our problem.

# FIRST CLASS ROUND THE WORLD

AS LOW AS \$1110

HOME TOWN  
TO HOME TOWN

On the famous President Liners you enjoy all the freedom, all the luxury of a cruise on a private yacht.

Stop over where you please within the two-year limit of your ticket . . . visit Japan, China, the East Indies at your leisure, glimpse the fascinating, far-off corners of the world, and then—continue your travels on another President Liner as you would on another train.

And this acme of travel experience—with comfort, accommodations, service second to none—is yours for as little as \$1110! Spacious cabins with real beds, delicious meals, and an unforgettable trip Round the World in 85 days, or two years, as you like.



## INFORMATION SAILING S

You may start from New York, Boston, Los Angeles or San Francisco. Every week a palatial President Liner sails from Los Angeles and San Francisco—via the Sunshine Belt—for Honolulu, Japan, China, Manila and thence fortnightly to Malaya—Java nearby—Ceylon, (India overnight by Pullman), Egypt, Italy, France, New York.

Every two weeks a President Liner sails from Boston and New York for Havana, Panama, California, thence Round the World.

All staterooms are amidships, outside, with real beds. De luxe Liners, luxurious public apartments, outdoor swimming pool, world-famed cuisine. First Class only, Round the World, as low as \$1110, Home Town to Home Town; with private bath \$1370.



Complete information from any steamship or tourist agent.

# DOLLAR STEAMSHIP LINES

Robert Dollar Building, San Francisco. Phone DAVenport 6000.  
406 Thirteenth Street, Oakland. Phone HOlliday 8020

# Vote "NO" on all Four Power Bond Proposals



[continued from page 14]

the retail hydro-electric business, or because, instead of allowing the power to go to waste, we make a beneficial use of it and, incidentally, derive a gross revenue from it, amounting to approximately \$2,200,000 per year? Even if the

lawyers should conclude that an amendment of the Raker Act should be necessary, we cannot conceive that the Congress of the United States would refuse to amend the act, in a matter that does not concern the Federal Government, when requested by the city of San Francisco.

Vote "NO" on all four power bond proposals.

**SAN FRANCISCO CHAMBER OF COMMERCE**

By Leland W. Cutler, President.

**SAN FRANCISCO JUNIOR CHAMBER OF COMMERCE**

By J. H. Threlkeld, President.

**SAN FRANCISCO REAL ESTATE BOARD**

By L. A. Weidenmuller, President.

**DOWN TOWN ASSOCIATION**

By Marshal Hale, President.

**BUILDING OWNERS & MANAGERS ASSOCIATION**

By C. D. O'Sullivan, President.

## First in CARGO Handling

[continued from page 18]

or naturalized citizens. This is due wholly to the operation of the Marine Service Bureau. Furthermore, there is every assurance that the men hired for active sea duty have received the necessary training and can present the necessary credentials. This is a far cry from conditions as these existed prior to 1921, when men in search of employment along the waterfront paid a heavy toll to grafting ship officers, and when ship crews were hastily rounded up in barrooms and whatnot.

At the present time the Marine Service Bureau has in its file an active list of 80,000 qualified seamen available for duty on our merchant ships. Its records show that in a little over eight years 175,222 men have been placed, out of a total of 264,294 registered. The number of men shipped through the Marine Service Bureau during the past nine years is as follows:

Year	No. Shipped
1921 (only portion of year)	4,640
1922	16,866
1923	20,736
1924	18,617
1925	23,240
1926	27,049
1927	22,232
1928	19,332
1929	22,510

The operation of this bureau is beneficial to the ship owners as well as to the men. For one thing it helps to maintain a high standard of employment by eliminating the riffraff. Men of good character and required experience find it easier to secure employment. They do not have to roam the waterfront from dock to dock in the hope of securing employment.

Aside from the actual employment of men for the merchant marine, the ship owners have instituted the necessary machinery to settle disputes that may come up between ship officers and their men. In several instances, this authority extends to the actual fixing of wages, such as in the case of stevedores, whose hourly wage rate is fixed every five years through an agreement of the ship owners and the longshoremen's association.

Finally, the shippers are vitally affected, because the spirit of harmony which prevails along the waterfront is conducive to the best and most efficient handling of cargoes.

JOHNSON & HIGGINS 67 Wall Street New York  
(Established 1845)

INTERNATIONAL SERVICE

# JOHNSON & HIGGINS

OF CALIFORNIA

311 CALIFORNIA STREET  
SAN FRANCISCO

*Average Adjusters  
and  
Insurance Brokers*



OFFICES IN ALL THE PRINCIPAL PORTS AND  
INSURANCE CENTERS OF NORTH AMERICA

MARINE ♦ FIRE  
LIABILITY ♦ SURETY ♦ AUTOMOBILE ♦ AVIATION  
LIFE

# San Francisco's Restaurant Survey

[continued from page 13]

cisco, but these restaurants have approximately 90,000 seats or one seat for every seven inhabitants. One of almost anything to every seven people is a very considerable number. It is probably exceeded only by automobiles and perhaps by bathtubs.

The annual sales of the restaurants of San Francisco total approximately \$47,000,000 or an average of \$39,000 per establishment. Hotel dining rooms show, of course, the largest sales per establishment, with sandwich shops, as to be expected, showing the lowest sales per establishment.

There are 12,236 employees of San Francisco restaurants with an annual payroll of \$13,491,000. These figures show that the startling number of approximately 2 per cent of our population is employed in the restaurants of the city. The payroll is 28.8 per cent of the dollar of sales, and by comparison this shows that the restaurant industry disburses to its employees, not including meals or gratuities, the largest per cent of the sale dollar of any retail industry. Figuring the entire manufacturing payroll of the city at \$61,000,000, the restaurant industry payroll is 22 per cent of this figure.

In spite of the apparently large number of women employed in restaurants, it is found that of the total number of restaurant employees, 71.8 per cent are men and 28.2 per cent are women. In the number of employees per establishment, there is, of course, a large variation; hotels having an average of 76.3 restaurant employees per establishment and drug stores serving luncheon having an average of 3.4 employees per establishment. The tendency of large restaurants to pass out of the picture and of their place being supplied by a large number of small restaurants is indicated by the fact that in the so-called restaurant classification there are 631 of this class with an average of 7.8 employees per establishment. The average customer's check varies greatly. The average check at the low end of the scale is at drug store lunch counters at the figure of 18 cents. In hotel dining rooms the average check is \$1.10 while the average for all classes of eating establishments is 38.4 cents.

San Francisco restaurants serve 122,205,616 customers annually. This is approximately 200 meals per annum per inhabitant. Of course, every San Franciscan does not eat 200 meals per annum in restaurants, so it is apparent that the contribution of the tourist and commuter trade to San Francisco restaurants is of exceeding importance. While the number of customers served annually is impressive, when one considers the number of restaurant chairs waiting for customers, the figure ceases to be respectable. Each restaurant chair is used, therefore, only 1358 times a year, or 3.7 times per day. At the average intake per customer of

38.4 cents, this means that the average restaurant chair takes in daily \$1.42.

San Francisco has always been noted as a generous city. Every restaurant customer can feel gratified at these figures of the restaurant industry because whenever he goes into a restaurant and spends an amount equal to the average check of 38.4 cents he can do so in the knowledge that something over 11 cents is going to the employees.

We who have been in the restaurant business for many years have always sus-

pected these things. We knew that a large number of people who had been displaced in other industries by almost superhuman labor-saving machinery and production processes, or displaced for other reasons, had gone into the service industries. We suspected that the restaurant industry was getting a larger share of these than it could support. When we advised people against going into the restaurant business, they thought that we wanted it all to ourselves. The facts are eloquent of the situation. They

[continued on page 26]



## FIREMAN'S FUND INSURANCE COMPANY

Head Office : San Francisco

J. B. LEVISON, *President*

Paid up Capital	- - - - -	\$ 7,500,000
Policy Holders Surplus	- - - - -	\$20,000,000
Unearned Premium Reserve	- - - - -	\$15,000,000
Total Assets	- - - - -	\$40,000,000

### *Directors*

Frank B. Anderson, *Chairman, Board of Directors, Bank of California*  
 Edward T. Cairns, *Vice-President, Fireman's Fund Insurance Company*  
 Wm. J. Dutton, *Retired*  
 Edward L. Eyre, *President, Edward L. Eyre & Co.*  
 Mort mer Fleishhacker, *President, Anglo-California Trust Company*  
 A. P. Gianinni, *Chairman, Advisory Board Transamerica Corporation*  
 J. B. Levison, *President, Fireman's Fund Insurance Company*  
 Charles R. Page, *Vice-President, Fireman's Fund Insurance Company*  
 Henry Rosenfeld, *President, John Rosenfeld's Sons*  
 F. W. Van Sicklen, *President, Dodge, Sweeney & Company*  
 Franklin A. Zane, *Vice-President, North American Investment Company*

## FIRE, AUTOMOBILE and MARINE INSURANCE

## The Visiting Nurse

[continued from page 15]

city health service. Guided by the wise counsel and with the enthusiastic support of a local committee which included among its members Dr. Harold K. Faber, professor of pediatrics at Stanford Medical School; Eleanor Stockton, chief nurse of the Bureau of Field Nursing of the San Francisco Department of Health; Alice Bagley, assistant superintendent of nursing for the Metropolitan Life Insurance Co.; Florence Cummings, director of the Social Service Department at the Lane-Stanford Clinic; Dr. Rene Bine, a representative of the County Medical Association, and Alice Griffith, pioneer leader in social service work in this city, the new service was inaugurated. Its staff was recruited from a highly trained group of registered graduate nurses under the supervision of the writer.

The purpose of the organization is to give a skilled nursing service by graduate registered nurses. In the homes, on an hourly basis, in all types of illness, to all age groups, with the dual objective of providing bedside nursing of the highest standard and also teaching prevention of illness. In this way, the visiting nurse is the ideal agent to carry the findings of the laboratory into the homes of the peo-

ple and make the practical application of these findings.

The scope of the service is city-wide and it is designed to meet the needs of every economic group. In order to give the highest quality of nursing care at the lowest possible cost, the service is so administered that the minimum amount of time is spent in transportation and the maximum in service.

The Visiting Nurse Association is a non-profit organization, affiliated with the Community Chest, but this does not mean that it is in any sense a charity intended only for the very poor. On the contrary, its purpose, as stated above, is to serve every class in the community wherever the services of a full-time graduate nurse are not needed. A nominal charge is made of \$1.50 per hour for the nurses' professional services and the patient pays this fee in full or in part, or is given free service if financially unable to meet even this moderate cost.

How does the service function? Calls may be sent to its headquarters or branch office at any time during the day from 8:30 a. m. to 5:30 p. m. and a nurse will be sent in response to the call. Naturally the most serious and urgent cases receive the earliest attention, but all are answered as speedily as the nurse's daily schedule of 8 to 10 visits will permit. Whenever absolutely necessary, appointments to have the nurse call at a definite time may be arranged, but in such cases the charge is slightly higher—\$2.00 an hour. The technique of the visiting nurse

is to remain with the sick person only long enough to give bedside care, to carry out the treatment ordered by the attending physician and to teach a responsible member of the household to care for the patient until the return visit of the nurse. In the case of communicable disease, the nurse not only gives professional care but by instruction to other members of the family helps to ward off the spread of the disease to them and to the community.

That the existence of the Visiting Nurse Association has come to be widely appreciated is witnessed by the steady growth of the organization, the increase in the number of nursing visits made, and the greater number of calls from physicians. This is gratifying evidence that this service solves, in the most economical and satisfactory manner, the home nursing problem, which, for many people today, has become an acute and critical one. In 1927 a branch office was opened in the Mission District and now about half of the total number of visits are made in that territory. The number of staff nurses has been increased to meet the new demands on the service, an average of 20 being now on duty throughout the year. Staff conferences are held weekly to appraise the work and discuss the extension and improvement of the service with a view to giving the best nursing care and sound health instruction to all the people at a cost that can be reasonably met by them in their respective stations in life.

Inquiries about this service are always welcomed either at the association's headquarters, 1636 Bush Street, or at the Mission District branch, 3398 Howard Street.

J. R. F. SERVAES, *President*

H. W. HAUSER, *Secretary-Treasurer*

## Pacific Marine Insurance Agency, Inc.

*General Agent*

114 Sansome Street

San Francisco, California

*Representing for the Pacific Coast territory the  
Marine Department of the following companies:*

United States Merchants and  
Shippers Insurance Company

Royal Exchange Assurance

Fire Association of Philadelphia

Tokio Marine and Fire Insurance  
Company, Ltd.

Milwaukee Mechanics Insurance  
Company

United States Fire Insurance  
Company

The North River Insurance Com-  
pany

Agricultural Insurance Company

Westchester Fire Insurance Com-  
pany

*For Oregon and Washington*  
Indemnity Mutual Marine Assur-  
ance Co., Ltd.

Seaboard Fire & Marine Ins. Co.

**Los Angeles Office:**

BERNAL W. HILBERT, *Manager*  
Garfield Building

**Oregon Agents:**

DURHAM & BATES  
Board of Trade Bldg., Portland

*Secure your  
OPERA TICKET  
Today!*

### Dine, Dance and Enjoy Every Hour

—of your trip to Los Angeles or San  
Diego—on the super-express liners

**"YALE" and "HARVARD"**

FOUR SAILINGS WEEKLY — Low  
one-way and round-trip fares include  
meals and berth

LASSCO luxury liners to bewitching

**HAWAII**

Frequent sailings over the popular  
Southern Route

For all information, apply—

71-15

**LASSCO**

LOS ANGELES STEAMSHIP CO

685 Market St. Tel. DAVenport 4210  
Oakland: 412 13th St., Highgate 1435  
H. C. Capwell Co., LAKeside 1111  
Berkeley: 2148 Center, THORnwall 0060

## RETAIL Cooperation

[continued from page 16]

With the cooperation of the retail executives assured, the two staff men then started a series of educational programs designed to sell the buyers on the advantage of purchasing locally. Parenthetically, the writer might state that each buyer is responsible for the success or failure of his particular department and the campaign therefore became a strictly business selling one rather than a program designed to appeal primarily to community pride and sentiment.

In addition to selling the local market to the assembled buyers, the two staff men paved the way for what was later to become the buying pledge recently announced. As an opening wedge in this program specimen copies of cards carrying the following message were presented:

The Chamber of Commerce and this store are working together to promote San Francisco's industries.

They have agreed on the policy that . . . *Quality, service and price being equal, it is good business to buy as close to home as possible.*

Have you investigated whether you can place your order at home?

After several months' effort, and following the return of buyers from various eastern trips, these cards bearing the Chamber of Commerce seal and signed by the chief executive of each store, were framed and placed prominently in the office of each buyer.

### WORKING WITH THE MANUFACTURER.

Coincident with the work of popularizing local purchasing, another phase of the work was being carried on to study

the manufacturing situation and to develop ways and means of meeting buyer requirements. After a first meeting with manufacturers, at their request, a textile engineering specialist, who had been added to the Chamber staff in the expansion program, was delegated to study the local needle trade industry, the largest single group supplying the larger local stores.

After an engineering study of the industry he determined that the problem was one of organization and trade promotion rather than engineering. With the situation narrowed down to these elements our Industrial Committee was then in a position to intelligently contact the manufacturers.

Then followed a series of meetings of various groups of manufacturers, and manufacturer-buyer meeting. Decision was made in May of last year to discuss the need of organization with various women's wear makers, which was the first step in the long process of developing a promotional organization for this type of industry.

Other meetings were held with manufacturers making different kinds of women's apparel, with the result that buyers frankly stated their objections to certain merchandise in an endeavor to assist the factories in improving their lines.

In September of last year, to further sell the program of the Domestic Trade Committee to all manufacturers, a meeting was held with manufacturers of all types of merchandise. Much of the same material that was presented to the retailers was shown the manufacturers, but from their point of view. Then followed various talks by Messrs. Fleming, Grady,

[continued on page 27]

*Lovely, wicked cities on this*

## MALOLO CRUISE



PEIPING

## A great travel adventure ...circling the Pacific!

**O**VER in Singapore, the palace of the Sultan of Johore is closed to ordinary visitors—but it will be opened especially for you and other guests on the Malolo's Around Pacific Cruise.

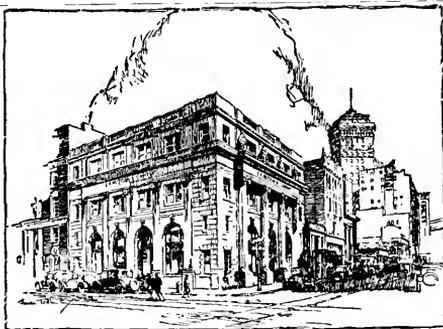
In dreamy Celebes grows a rare orchid. When the Malolo lands you at Macassar, it will just be bursting into bloom on the edge of the jungle.

In Tokyo and Peiping, Bangkok and Batavia, patient artists are working miracles in silk and jade and batik for you to see and buy at bargain prices.

Here's a cruise to new adventures in 19 strange ports of 12 Pacific lands! Sailing September 20 from San Francisco, you reach Japan at chrysanthemum time and the South Seas for their spring. You return December 19, home for Christmas.

*Illustrated folders for you!*

In keeping with the luxury of the 23,000-ton Malolo, membership in the Around Pacific Cruise is limited. Fares \$1,500 to \$6,500, shore excursions included. Ask for illustrated folders at Matson Line, American Express Co., or your travel agency. Address Dept. F-88



HUTTON BUILDING, SAN FRANCISCO

## E. F. HUTTON & CO.

*Members New York Stock Exchange and other principal exchanges*

PRIVATE WIRES COAST TO COAST

NEW YORK                      SAN FRANCISCO                      LOS ANGELES  
61 Broadway and Plaza Hotel    Montgomery and Bush Sts.    643 So. Spring St. and  
426 Powell St.                      545 So. Olive St.

OTHER OFFICES AT

Oakland, San Jose, Del Monte, Hollywood, Beverly Hills, Pasadena, San Diego, Santa Barbara

## Matson Line

*25 steamers...fastest service*

HAWAII · SOUTH SEAS · AUSTRALIA  
DAVENPORT 2300

215 MARKET ST., SAN FRANCISCO

## Restaurant Survey

[continued from page 23]

demonstrate how difficult it is for the average man or the average business institution to succeed. It is an increasing tendency of American business, at least, that as labor-saving devices are multiplied and as great aggregations of capital are invested in the highly efficient processes of production that the increasing demand of these processes for business to sustain them, makes the business life of the average institution precarious and in the end threatens the success of the highly productive enterprises themselves. Under conditions like these, it is natural that a great many people should have

turned to restaurant keeping because it seems to require little experience beyond that of the average individual. Having had an average amount of experience with food in his life time, the average individual feels competent to deal with it as a business. Credit to enter the business has not been lacking and the necessity of manufacturers of equipment and wares for sales has evolved the lease contract system which has made it possible for individuals to enter the restaurant business lacking both capital and experience.

Opportunity and credit should be available to all persons of character, but it is both the part of charity and good sense to deny them when the the granting will do the individual little good, and will be

harmful to the industry in which he engages. As the amount of capital increases it becomes more and more difficult for capital to earn a return and hence more and more difficult to supply the lack of initial capital out of profits.

We are inclined to consider the average as made up of an equal number above the average line and an equal number below the average line. As a matter of fact the average is seldom arrived at in this way. It is usually the resultant of an exceptional few far above the average and a very great many below the average.

Subsequent phases of this survey which will deal with investments in restaurants, turnover of ownership and other vital statistics, will bring out this picture in more vivid colors. There is, however, this satisfaction; that we now have the facts to substantiate what we have always suspected was true in our industry. Perhaps if other industries made a like study they would find facts not greatly at variance with these.

To most people the San Francisco Restaurant Survey will be "just another government report." To many men and women active in restaurant association work all over the United States this survey will furnish the facts and figures to demonstrate how vital is the American restaurant in the life of the American people. The American restaurant is, today, practically divorced from its many alliances of the past, liquor, entertainment, and some other less respectable entanglements. It has become a business in which are engaged men and women of character and education far transcending the average of twenty-five years ago. Stock ownership in restaurant enterprises is widely distributed among investors and speculators, and restaurant securities are by no means the least respectable which are dealt in.

The restaurant patron can only exercise selection of the place in which he eats and the items which he orders. He must depend upon the responsibility of the management to serve him properly selected food, prepared decently in sanitary surroundings. Such a relationship between management and patron establishes a basis for the consideration of the American restaurant as a public service. Having due regard for poor Richard's adage, "It is hard for an empty sack to stand upright," it will be seen how difficult it is for the average American restaurant, operating under conditions portrayed by the San Francisco Restaurant Survey, to fulfill its obligations as a public service.

The survey will demonstrate to the various legislative bodies of our country the extent of this public service and the necessity of its strict sanitary regulation in the interest of the public. Those restaurateurs who can qualify as fitted by character, experience, equipment, and managerial ability to fulfill their obligations to the public, will survive and profit; and the public interest will, thereby, be served. The public, legislative bodies, and far-seeing restaurant operators must be made to see, through these figures, that the public interest and the interests of the restaurant industry are identical.

## 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."

*The following firms merit your patronage:*

### BAILEY AND MACKENZIE

255 California Street  
DA venport 7539

### BROTHERTON, THOMAS & CO.

155 Sansome Street  
DA venport 3939

### BULLOCK, KELLOGG & MITCHELL

1018 Russ Building  
KE arny 0465

### CERF & COOPER

519 California Street  
DA venport 1131

### WALTER H. CRAMER

268 Market Street  
SU tter 2588

### DAWSON & RILEY

Hearst Building  
SU tter 5175

### HASKINS & SELLS

Crocker Building  
DO uglas 3480

### HICKLIN AND REDMOND

941 Russ Building  
SU tter 2085

### LESTER HERRICK & HERRICK

Merchants Exchange Building  
KE arny 0844

### HOOD & STRONG

425 Standard Oil Building  
SU tter 0793

### HOWARD KROEHL & CO.

1010 Balboa Building  
SU tter 3296

### H. S. PATTERSON

Mills Building  
KE arny 2395

### CHAS. H. PETERSEN & CO.

Claus Spreckels Building  
703 Market Street  
SU tter 3848

### SAMUEL F. RACINE & CO.

H. F. Baker, C. P. A., Mgr.  
525 Market Street  
CA rfield 5228

### ROBINSON, NOWELL & CO.

Crocker Building  
DO uglas 1868

### RUCKSTELL & LAND

703 Market Street  
Claus Spreckels Building  
KE arny 6010

### SKINNER & HAMMOND

Hunter-Dulin Building  
DO uglas 6897

# Retail Cooperation

[continued from page 25]

Head, and the writer on the purposes of the Chamber's trade promotional work.

## RETAILER ASSISTANCE

Early in the work it was evident that some means must be developed to provide a common meeting ground upon which both retail store representatives and manufacturers could come together and discuss their trade relations. To make this possible, the following committee, representing both groups as well as impartial bodies, was appointed:

Herbert Eloesser, chairman, Herman L. Snyder of the Snyder Knitting Mills, M. A. Grenadier of Grenadier & McCowsky, P. T. Burtis of Hale Bros., R. P. Connolly of the Emporium and Mrs. E. Dexter Knight of the Bank of Italy.

This group, with Manager Capen A. Fleming of the Chamber's Industrial Department and Domestic Trade Commissioner Theodore Grady, Jr., held their first meeting in January of this year. At that first meeting the committee discussed plans for the development of a sentiment among local store owners favoring local manufacturers; developing means of securing new trade outlets for local merchandise; ways of securing constructive criticism of local buyers and suggestions for improving merchandise to meet their requirements; and a program for supplying buyers with information regarding San Francisco-made goods. The committee also discussed the estab-

lishment of budgets for local buying and the giving of authority to assistant buyers to purchase fill-in items in the absence of buyers, either out of the city on business trips.

No definite conclusion was reached at either that or the subsequent meeting on February 14 but after considerable discussion of local buying habits, as well as methods of securing support for local industry elsewhere, the entire matter was referred to the Retail Dry Goods Association. This group, consisting of the sixteen principal downtown stores, was to consider the various suggestions, and then to develop a general buying program jointly with the Chamber of Commerce.

## RELATED TRADE

### PROMOTIONAL WORK

Let the reader conclude that no progress was being made during the two-year period that the program, to be outlined later, was in formation, let us consider briefly some of the related trade promotional work which was carried on concurrently with the development of store buying plan.

Through the series of meetings with the buying groups in the various large

stores an increasingly friendly attitude was developing towards locally made and marketed merchandise. This work particularly was evident during a number of wholesale market events which took place during the progress of the work referred to.

The Chamber of Commerce had pledged assistance to such events as the semiannual Furniture Market Week, Manufacturers' and Wholesalers' Association semiannual Market Week, the Greeting Card Show, the Toy Show, the Pacific Coast Gift and Art Show, and the Junior Chamber's Products Week. In each of these events certain definite assistance was rendered to further the local attitude towards this market.

First and foremost, as the result of the friendly cooperation between the Chamber and the store buyers, the latter were persuaded to attend all of these wholesale sales' events in order that by attendance they might assist in establishing this city as a market place for our trade area and the entire West. To further this work, store executives directed their buyers to make all possible purchases during

[continued on page 31]

# United States Laundry

*The Careful Laundry*



FINISH WORK  
 DRY WASH  
 ROUGH DRY  
 DAMP WASH

*We use Ivory Soap  
 exclusively*



**1148 Harrison Street**

Telephone  
**MArket 6000**



## THE SAN FRANCISCO BANK

SAVINGS

COMMERCIAL

INCORPORATED FEBRUARY 10TH, 1868

One of the Oldest Banks in California, the Assets of which have never been increased by mergers or consolidations with other banks.

**Assets over \$131,000,000.00 Deposits over \$125,000,000.00**  
**Capital, Reserve and Contingent Funds, \$5,600,000.00**

*The following accounts stand on the Books at \$1.00 each, viz.:*

Bank Buildings and Lots - (Value over \$1,925,000.00)  
 Other Real Estate - - - (Value over \$310,000.00)  
 Pension Fund - - - - (Value over \$690,000.00)

Interest paid on Deposits at  $4\frac{1}{4}$  per cent per annum  
 Computed Monthly and Compounded Quarterly

# TRADE TIPS *& Foreign and Domestic*

## FOREIGN TRADE TIPS

Inquiries concerning Foreign Trade Tips should be made to the International Trade and Commercial Relations Department of the San Francisco Chamber of Commerce, D'Avonport 5000, list numbers being given. 20374—Dried and Canned Fruit.

Liverpool, England. Firm is anxious to obtain the representation of packers of dried and canned fruits.

20375—Brazing Saw Apparatus.

San Francisco, Calif. French manufacturer of new electric apparatus suitable for brazing saws seeks an agent in San Francisco. 20376—Embroideries.

New York, N. Y. Trade organization is inquiring for the names of importers of German embroideries.

20377—Hawaiian Coffee Beans.

San Francisco, Calif. Direct importer in Czechoslovakia desires to import the above commodity. Bank references. 20378—Olive Oil.

Tunis, Tunis. Direct exporter of olive oil produced in Tunis is anxious to make local connections.

20379—Snails.

Sousse, Tunis. Import-export concern is seeking a market for great reddish snails and white and striped snails. Bank references.

20380—Old Newspapers.

Belgaum, India. Party wishes to communicate with exporters of old newspapers. 20381—Copra.

Bangkok, Siam. Exporter of copra is desirous of making connections here. Can offer about 10-50 tons a month.

20382—Wheat.

San Francisco, Calif. Firm in Osaka, Japan, desires to import large quantities of wheat from the U. S.

20383—Representation.

San Francisco, Calif. University graduate having acquired a thorough speaking knowledge of the Japanese language wishes to make a connection in the Orient representing local business house. He has been engaged in the electrical and oil industries.

20384—Sea Shells.

Lowell, Mass. Party wishes to get in touch with importers of sea shells.

20385—Druggists' Supplies.

San Juan, P. R. Manufacturer's representative wants to add lines of chemical products, fluid extracts and tinctures, rubber goods for pharmaceutical purposes, and aseptic products in general. Reference.

## DOMESTIC TRADE TIPS

Inquiries concerning Domestic Trade Tips should be made to the Domestic Trade Department.

D-3536—Representation.

San Francisco. Party interested in representing firm in building material supply line or building specialties and office equipment. D-3537—Los Angeles Agency.

Los Angeles, Calif. Firm in South desires of contacting San Francisco firm interested in establishing agency there.

D-3538—Representation.

St. Louis, Mo. Concern wishes to secure representation of manufacturer located in the Bay district for St. Louis territory.

D-3539—Manufacturer's Agent.

San Antonio, Texas. Gentleman wishes to secure San Francisco concern to represent as manufacturer's agent in the building material and specialties line. Full details on file.

D-3540—Distributorship.

Honolulu, T. H. Merchandise manager of concern established in Hawaii is desirous of securing the distributorship of high grade paint and varnish brushes for automobiles, also cheaper grade paint and varnish brushes, sand and enory paper and small paint sprays, in that territory.

D-3541—State Representative.

Detroit, Michigan. Firm interested in locating man of good character in San Francisco to act as state representative in the merchandising of a modern method of displaying fruits and vegetables which keep them crisp, fresh and inviting.

D-3542—Northwestern Agency.

Tacoma, Wash. Party endeavoring to locate goods of national reputation to be sold in the Northwest direct from the manufacturer to the retailer.

## Rent a Car

Drive it  
yourself

1930 BUICK, PONTIAC  
CHEVROLET

The Lowest Rates

Stations: San Diego to Seattle

**HERTZ**  
DRIVE-IT-SELF  
STATIONS

The World's Largest  
Automobile Rental Company

Telephone  
PRospect 1000

# Motorists!

## low Fares

Save you money  
via

Direct Ferry

## San Francisco-Vallejo

Enjoy 30 miles of scenic San Francisco  
Bay ... Save Driving ... Avoid Traffic

Effective June 7 to Sept. 28 1930

Auto and Driver . . . . \$ 1.50

Auto and 2 passengers . . 1.65

Auto and 3 passengers . . 1.80

Auto and 4 passengers . . 1.95

Auto and 5 passengers . . 2.10

## Southern Pacific Golden Gate Ferries, Ltd.

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 105,500,000

EXPORTERS and IMPORTERS are  
invited to avail themselves of our  
services, especially with the Orient

SAN FRANCISCO BRANCH  
415-429 SANSOME STREET

Y. NOGUCHI, Manager

# LEADS for NEW BUSINESS

**LISTED BELOW are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified.**

## DOMESTIC TRADE BUREAU of the INDUSTRIAL DEPARTMENT

**Adjusters**—M. H. Neidig Co. (insurance), 114 Sansome.

**Apple Service**—Pad's (peeled), 730 Clementina.

**Associations** — California Fish Cannery Assn., 149 California; Order of R. R. Telegraphers, 525 to 821 Market.

**Astrologer**—Inez K. St. Claire, 138 Church to 1925 Jackson.

**Attorneys**—Donohue & Sumner (Bobt. B. Donohue, Maurice H. Sumner), 554 to 711 Market; M. Jas. McGranaghan, 995 Market to 220 Montgomery; Langton A. Madden, 220 Montgomery to 369 Pine; Abraham Setzer, 220 Montgomery.

**Auto Equipment**—Lacy L. Redd & Co., Ltd., 901 O'Farrell to 975 Geary.

**Auto Repairing**—Joe Estrade, 440 to 351 Valencia; United Auto Service, office, 466 Eddy.

**Automobiles** — Auburn Automobile Co., agency, 1946 to 1155 Van Ness; Duesenberg Automobile Co., agency, 1946 to 1155 Van Ness; Johnson-Blalack, Inc. (Lloyd S. Johnson, Chas. E. Blalack), 1946 to 1155 Van Ness; Clyde A. Walton, 880 Post; Willys-Overland Pacific Co., 1507 Sutter; Geo. A. Wolfe, 3160 Mission.

**Bags**—Spiegelman Bag Co., 1707 Howard.

**Bakery**—Ida's Bakery, 3008 Clement.

**Barber Shop** — Willard Barber Shop, 814 Eddy.

**Batteries**—Lemoine & Berry, 1185 Church to 3865 24th.

**Bazaar**—Haskel's Bazaar, 2225 Market.

**Beauty Parlors**—Tess Byrne, 283 Ellis to 537 Geary; La Franee Beauty Salon, 283 Ellis to 537 Geary; La Manon, 942 Market; Menk's Beauty Salon, 815 Geary; Popular Price Beauty Shoppe, 2314 Mission; Powell's Permanent Wave Shop, 2584 Mission.

**Bonds** — Colpe, Murray & Connelly, Ltd., 235 Montgomery; National Bond & Loan Co., California Branch, 988 Market.

**Boxes**—Lewis Bean Co. (Paul M. Wine-man), 1 Drumm to Pier 25.

**Brokers**—J. M. Brady & Co. (bean), 214 Front to 149 California.

**Building Products** — Arthur J. Swanson, 116 New Montgomery.

**Burners**—S. T. Johnson Co. (oil), 1337 Mission to 585 Potrero.

**Campaign Headquarters** — Young's Headquarters, 1392 9th Ave.

**Candy**—Brooks Cookie & Candy Co., 615 Laguna; Mission Candy Co., 3130 24th to 2140 Mission.

**Cans**—Giles Can Co., 316 Clay to 200 Davis.

**Carpenter**—L. Salomon, 1714 to 1731 Broderick.

**Cigars**—Hamilton Cigar Store, 988 Market.

**Cleaners**—Ammon's Cleaners Dyers & Hatters, 1941 Polk to 1017 Golden Gate Ave.; Happyland Cleaners, 3137 Laguna to 1657 Lombard; Pantorium Cleaners & Hatters, 1721 Divisadero; Vallejo Cleaning Dyeing & Pressing Works, 1488 Vallejo.

**Commission**—C. Raffaelli & Co., 152 Washington to 602 Front.

**Confectionery**—May Helbing, 1655 to 1627 Divisadero.

**Contractors**—W. A. Bechtel Co. (S. D. Betchel, W. A. Bechtel, Jr., K. K. Bechtel, A. V. Bechtel), 206 to 155 Sansome.

**Counselor**—Chalmers S. Baird (credit), de Young Bldg.

**Delicatessen**—Charles Freis, 1415 to 1435 Fillmore.

**Dentists**—Dr. Wm. R. Berke, 2588 Mission; Dr. Charlotte S. Greenhood, 490 Post to 450 Sutter; Dr. James N. Rue, 1307 20th Ave. to 1828 Irving.

**Drugs**—Crescent Pharmacy, 1101 Powell; Sea Cliff Drug Store, California and 28th Avenue.

**Electrical**—Glos Electric Co., 1411 Larkin.

**Express**—Arthur E. Mizen, 5541 to 5527 Geary.

**Fish**—Northern California Crab Co., 3132 Laguna to 2738 Taylor.

**Fixtures**—Luminator, Inc. (light), 391 Sutter to 995 Market.

**Furniture & Draperies**—L. Kreiss & Sons, Stockton and Sutter to 1314 Post.

**Garages**—Always Open Garage, 4520 San Bruno; Taraval Service Garage, 780 to 740 Taraval.

**Golf Courses** — Allskil Miniature Golf Course, 7th Ave. and Geary; Beach Golf Course, 49th Ave. and Cabrillo; Golf Palace, 5732 Geary; J. A. Green, Jr., 6632 Geary; Powell St. Indoor Golf, 131 Powell.

**Gowns**—Ila Young Gown Shop, 251 Post.

**Grocers**—A. N. Madsen, 3001 Market to 2706 Diamond; Mattucci Bros. & Bianchini (wholesale), 242 Jackson to 119 Broadway; Rosie Postle Grocery Store, 2798 San Bruno.

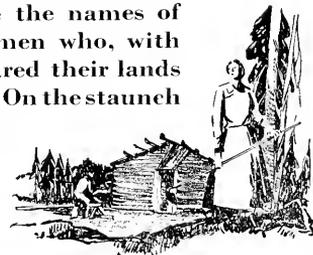
**Hosiery**—M. J. Kaufman (wholesale), 198 4th.

**Illustrating**—Atlas Art & Engraving Co., 320 Market.

**Importers** — American Finance & Commerce Co., 175 Fremont to 1th and Berry; Hirsch Importing Co., 1022 Mission.

# THRIFT

We are very proud that on the books of the Bank of America are the names of pioneer men and women who, with their own hands, cleared their lands and built their homes. On the staunch thrift and sterling character of these men and women, the prosperity of California is founded.



# BANK of AMERICA OF CALIFORNIA

IN SAN FRANCISCO  
 NORTHERN CALIFORNIA HEADQUARTERS, 631 MARKET ST.  
 Humboldt Office, 783 Market St. Donohue-Kelly Office, 68 Sutter St.  
 French-American Office, 108 Sutter St. Hayes Valley Office, 498 Hayes St.  
 Fugazi Office, 2 Columbus Ave. Bayview Office, 3rd and Palou.  
 Bush-Montgomery Office, Mills Bldg. Oriental Office, 939 Grant Ave.  
 North Beach Office, 1500 Stockton St.  
 BRANCHES THROUGHOUT CALIFORNIA

# MITSUI & COMPANY LIMITED

(Mitsui Bussan Kaisha, Ltd.)  
 Cable Address: "MITSUI"  
 GENERAL IMPORTERS EXPORTERS  
 COAL SUPPLIERS SHIP OPERATORS  
 SHIP OWNERS SHIP BUILDERS  
 ETC.  
 Head Office: TOKIO, JAPAN  
 San Francisco Office  
 301 MERCHANTS EXCHANGE BLDG.  
 Branches—New York, Seattle, Portland and all other important business centers of the world

**Instruments**—Geo. Watson (art), 465 Geary.  
**Insurance**—George Irwin, 2415 Van Ness.  
**Jeweler**—A. Oculaff, 1611 O'Farrell.  
**Library**—Circulating Library, 111 Sutter.  
**Loans**—Guaranty Loan Office, 81 3d to 77 3d; Morris Plan Co. of San Francisco (F. A. Collman), 551 to 711 Market; Uptown Branch, 811 5th to 711 Market.  
**Manufacturer's Agent**—Roy J. DuBay, 24 California.  
**Markets**—Hoover Meat Market, 1971 Fillmore; Western Market, 1237 Polk to 2191 Union.  
**Mattresses**—Bensen Upholster Mattress Co., 2415 to 2424 Clement.  
**Men's Furnishings**—Wheeler's Toggery, 2108 Mission to 3141 16th.  
**Multigraphing**—Letter Shop, 411 Sutter to 777 Mission.  
**Ophthalmologist**—Sydney Talbot, 870 Market to 693 Sutter.

**Paper**—Hammermill Paper Co., 311 California.  
**Petroleum Products**—Sinclair Refining Co. of California, 625 3d to 373 Brannan.  
**Physicians**—Dr. E. J. Masters, 2452 San Bruno to 870 Market; Dr. Elwood R. Olsen, 870 Market to 450 Sutter; Dr. A. A. Shaghoin, 490 Post to 450 Sutter.  
**Pumps**—Connersville Blower & Vacuum Pump Agency, 1337 Mission to 585 Potrero.  
**Radio**—Brunswick Radio Corp., 85 2d; Golden Gate Radio & Electric Co., 1356 to 1230 Polk; Mission Radio Exchange, 4685 Mission to 1687 Haight.  
**Real Estate**—Joseph Cardella, 622 Montgomery to 227 Columbus; J. T. Casey & Son, Colma.  
**Registers**—Autographic Register Co. of S. F., 760 to 525 Market; Globe Register Co. of Calif., 760 to 525 Market; Mani-Fold Co. (Otis Harper), 760 to 525 Market; Unarco Business Systems, 760 to 525 Market; United

Autographic-Register Co., 760 to 525 Market.  
**Restaurants**—Argo Cafe, 3206 San Bruno; Balboa Cafe, 3463 to 3199 Fillmore; S. Heller, 171 Sutter; Tei Hisago, 1708 Buchanan; Hollywood Restaurant, 8 6th; Modern Coffee Shop, 1386 Sutter; Precita Clam Shop, 3158 Mission; Swallow Cafe, 1350 Mason; Tia Juana Cafe, 1235 Union; Tientsin Cafe, 136 Mason; Viking Lunch, 491 4th.  
**Ship Supplies**—Golden Gate Ship Supply Co., 137 Sacramento.  
**Stationery**—Leo Kotzbeck, 2009 to 2019 Fillmore.  
**Stovers Products**—United American Distributors, 582 Market.  
**Studios**—Frank Barnett's Music Studio, 2517 Mission to 533 Valencia; Thal's Saxophone Studio, 2517 Mission to 533 Valencia.  
**Surveyors**—Le Roy Building Service (quantity), 165 Jessie.  
**Tailors**—Ray View Tailor Shop, 4816 3d; Governor Tailoring Co., 190 to 109 Turk; Hyde Street Tailors, 417 Hyde; Kaufman & Goodman, 714 Market; R. Ponta, 760 Market.  
**Theatre**—Lux Theatre, 28th and Church.  
**Therapeutics**—Frances Randall, 68 Post to 545 Sutter.  
**Tires**—Harry Brill (auto), 288 to 562 Golden Gate Ave.  
**Trunks**—Wardrobe Trunk Co., 718 Market.  
**Typewriter Supplies**—Buckeye Ribbon & Carbon Co., 110 Market.  
**Wheels**—California Steel Wheel Corp., 1375 Potrero.  
**Women's Wear**—J. Jawitz, 5542 Geary.  
**Woolen Goods**—Folwell Bros., 833 Market.  
**Miscellaneous**—Fred G. Ainslie, 1536 to 1405 Bush; J. L. Ash, 1010 Howard; Dr. G. E. Brannan, 966 Market; Dr. J. L. E. Brindamour, 1195 Bush; California Teachers Assn. (Roy W. Cloud), 461 Market to 155 Sansome; Cecile's, 77 O'Farrell; Charter Revision Committee of S. F. Center, 65 Sutter; Chic Variety Shoppe, 2297 Mission; Coe, Howard & Di Vecchio, 1120 Mission; Dr. Neil P. Donnelly, 870 Market; General Contract Purchase Corp. (T. F. DeBruer), 1 Montgomery to 711 Market; General Specialties Co., Ltd., 149 New Montgomery; Sidney D. Gray, 111 Sutter; Grays Harbor Corp. (B. P. Jaggard), 311 California; Leon Greenbaum, Hearst Bldg.; Hooper Chevrolet Co., South San Francisco; Houde Engineering Corp., agency, 901 O'Farrell to 975 Geary; Industrial Acceptance Corp., 1 Montgomery to 711 Market; Jewish National Welfare Fund, 220 Montgomery to 500 Post; H. R. Lee, 561 Market; Lorraine Corp., agency, 901 O'Farrell to 975 Geary; Medical Foundation of America, Ltd., 235 Montgomery; Dr. J. Minton Meherin, 870 Market to 350 Post; Moorehead & Day, 433 California; Selby C. Oppenheimer, office, 68 Post to 165 Kearny; Pacific Gillespie System, Inc., 852 Howard to 79 New Montgomery; Petri Supply Co., 1700 Stockton to 478 Union; Phoenix Hermetic Co., 316 Clay to 200 Davis; Phonelack Co., 68 Post; Progress Charter Revision Comm., 65 Sutter; Sierra Educational News (Vaughn MacCaughy), 161 Market to 155 Sansome; Skamaki Nonguchi Co., 1541 Laguna; Dr. C. G. Springer, 870 Market; United States Automobile Club, 220 Montgomery; Western College of Commerce, 1311 Sutter; Pearl H. Whitcomb, 26 O'Farrell to 545 Sutter.

## Pacific Meter Works of AMERICAN METER CO., INC.

# Gas Meters and Testing Apparatus

495 Eleventh Street San Francisco, Calif.

## Kroehler Manufacturing Company 885 Charter Oak Ave. San Francisco, Cal.

Manufacturers of OVERSTUFFED LIVING ROOM FURNITURE and DAVENPORT BEDS

OTHER FACTORIES AT: Chicago, Ill.; Naperville, Ill.; Kankakee, Ill.; Bradley, Ill.; Dallas, Texas; Binghamton, N. Y.; Los Angeles, Cal.; Cleveland, Ohio; Stratford, Ontario

## Retail Cooperation

[continued from page 27]

the events, rather than following them. This resulted in further selling San Francisco as a market and a possible future headquarters for those firms using the local market but not yet doing business here—particularly in the case of the Gilt and Art Show and other events not purely local in character or exhibitors.

Publicity service to sell this city as a market both locally and in the trade area was supplied for several of these sales displays with the result that the city was sold both to the trade and the public as a market and style center.

In the case of the Junior Chamber Products Week, the Chamber made its only approach towards the ultimate consumer, for in all other activities the committee had operated on the theory that the consumer could not purchase unless the dealer stocked local merchandise and that the dealer must first be sold. During this week, planned and excellently managed by these young business men, the Chamber supplied necessary funds and publicity assistance to the junior organization's committee in charge of the work. As the result of the two successful Products Weeks held by the younger organization, local people have been given a greater insight into the vast variety and fine quality of the products for various factories.

### THE TRADE PROMOTION PLAN

Following several months' study, the Retail Dry Goods Association-Chamber of Commerce Committee reported their findings to the Retail Store-Manufacturer Liaison Committee which now consists of the following members: Herbert Eloesser, chairman, R. P. Connally,

Cachot Davis, M. A. Grenadier, Herman Snyder and Mrs. E. Dexter Knight.

The program recommended and approved by the Retail Dry Goods Association consisted of the following fourteen points subscribed to through their association by the city's sixteen largest stores.

1. That the San Francisco Chamber of Commerce in conjunction with the Manufacturers and Wholesalers Association furnish the Retail Dry Goods Association and all stores comprising its membership a complete list of local resources manufacturing department store merchandise.
2. That the management of each store, after receiving the list mentioned in 1, systematically check to know how many of these resources are visited by his buyers.
3. That the word "local" throughout his outline shall mean San Francisco and the bay region.
4. That all buyers and merchandise managers shall be given a clearer understanding of the factors entering into the cost and value of local products versus foreign made merchandise—all buyers and merchandise heads to be sent letters over the signature of the San Francisco Chamber of Commerce outlining the above.
5. That the San Francisco Chamber of Commerce or the Manufacturers and Wholesalers Association produce a series of slides that will be of interest to San Francisco district buyers, and show them throughout the district.
6. That a definite percentage of retail buying budgets for local purchases shall be established, which it shall be the spirit and aim of the retail stores to attain.
7. That locally made merchandise shall have at least equal display privileges in the stores, in proportion to volume, with foreign made products. That whenever practicable stress shall be laid on the fact that merchandise is locally made. All buyers and merchandise heads shall be listed and sent tactful letters to the effect over the signature of the Retail Dry Goods Association.
8. That the retail stores give appropriate authority to their assistant buyers to make local purchases during the absence of their superiors when necessary.
9. That it is recommended to all member stores that a separate local order file be kept.
10. That the San Francisco Chamber of Commerce or the Manufacturers and Wholesalers Association organize a committee system that will wait on local resources periodically and discuss with them the problems of the particular type manufacturers—both personally and through questionnaires.
11. That at specified intervals each year, the local merchant manufacturers will stage joint or individual exhibitions where their samples will be on display for the inspection and criticism of the retail buyers. The retail stores pledge their aid to the local manufacturers by adopting a sympathetic attitude towards them, resulting in helpful criticism and constructive suggestions as to styling and merchandise.
12. That a central office be set up by the manufacturers, where every manufacturer in the bay district will list his sales to all stores in San Francisco bay district.
13. That stores be furnished a monthly recapitulation by type of merchandise, showing purchases made by their store in per cent to total of bay district.
14. That the Retail Dry Goods Association stores be furnished in addition a monthly recapitulation as above, but showing per cent to total Retail Dry Goods Association stores.

[continued on page 34]



Other cities  
are distant  
only by  
minutes

TELEPHONE  
service is constantly improving. The goal is perfection. Advances in clearness and speed of inter-city service have been particularly dramatic and of particular significance to business.

Systematic use of inter-city telephone service puts the modern business man before his clients and customers within a few minutes.

THE PACIFIC TELEPHONE  
AND TELEGRAPH COMPANY



PACIFIC  
DEPARTMENT

114 Sansome St.

San Francisco  
California

## FIELD-ERNST ENVELOPE CO.

*Manufacturers of Printed Business Envelopes*

45 Fremont Street

SAN FRANCISCO

Phone DAvenport 1720

## Retail Cooperation

[continued from page 31]

With a definite plan of cooperation agreed to by the larger stores the committee was then in a position to develop detailed facts and figures regarding local buying habits and possibilities by which they could carry forward their work. To secure this information a "Buyers' Ballot" or survey form was developed by Manager Fleming with the assistance of a special committee of buyers appointed from member stores of the Dry Goods Association.

Following the development of the form and its subsequent approval by the association, the survey work, now being carried on, was commenced. Another series of meetings with store buyers was arranged through the cooperation of the retail store managers. At each of these

meetings the purpose of the survey, namely to stimulate local production and payrolls through the greater purchasing by store of local goods, was explained. Then at each meeting the survey blanks are supplied to the buyers with the instructions from their store managers that they be filled in and returned for compilation and digestion by the Chamber staff.

The following information is being developed in the survey. Type of merchandise purchased by the store; total amount of all purchases; total amount of local purchases; amount of possible local purchases if merchandise was acceptable; means whereby manufacturers might improve their merchandise and service; and the possibilities for necessary new industries.

Already as the result of these surveys, two stores have announced that during the coming year they will purchase a total of nine million dollars' worth of local merchandise and indications from the other stores are that at least twenty-five million dollars' worth of local merchandise will be purchased by the larger stores during the coming year.

### ORGANIZING THE MANUFACTURER

Still another Chamber Committee, the General and Miscellaneous Industries Committee of which A. J. Watson is chairman, were making a study of the ways and means of organizing industry to promote its business. This committee after more than a year's study has developed a program which met with the approval of the retailers as expressed in the following letter from President R. P. Connolly of the Retail Dry Goods Association to Industrial Manager C. A. Fleming:

"I read your Market Building Program for San Francisco last night, and think it is one of the most excellent pieces of work that I have seen done.

"May I offer my heartiest congratulations on the program outlined. Our one problem now is carrying it out. I hope that the Dry Goods Association will be able to help out in a big way."

This program includes the fourteen points and the "Buyers' Ballot" in addition to a plan for the organization of the industries selling and making department store merchandise.

The organization plan contemplates the formation of a super trade organization served by a paid staff of employees. The proposed organization will consist of separate divisions, functioning as a unit, yet so organized as to handle the problems of such groups as the fur group, the dress group, men's wear group and the numerous other component parts — each of which have their group problems to solve.

The general organization and its divisions will serve the factories through considering various technical business problems of accounting, price cutting and other trade practices; will correlate and protect members' styles developments; will carry on trade promotional work both locally through market events and

style shows, and through the market area by contact work; and will carry out in cooperation with the Chamber, the agreement with the Retail Dry Goods Association including the maintenance of a check of local purchases by local stores.

This plan was presented to representatives from the directorate of the Manufacturers and Wholesalers Association at a luncheon last Monday to ascertain if their organization would consider expanding their market week and other activities to the suggested year around program advanced by the Chamber of Commerce.

Expressing the gratitude of the local manufacturers and wholesalers of the city for the work of the Chamber in pointing out the advantages of increasing local prosperity through building payrolls, President W. W. Stettheimer of the Manufacturers and Wholesalers Association stated, "The plan is a fine piece of work. After careful consideration by our directors, our association will attempt to develop, with the Chamber of Commerce, this means of increasing the buying of local merchandise by local stores."

The next step, as Director B. R. Funsten of the Chamber, who is a prominent local manufacturer and wholesaler, puts it, is to organize all industry in one super trade group for the promotion of our industrial products. Upon the successful completion of the work in this first group, it is our desire to carry on this work until all San Francisco is on its toes in the race for building markets—for we must recognize that present-day industries have a definite tendency to locate where the markets are.

### The Time to Advertise Is All the Time

#### COMPLETE BROKERAGE SERVICE

DIRECT PRIVATE WIRES

## McDONNELL & COMPANY

Members:

San Francisco Stock Exchange  
New York Stock Exchange

SAN FRANCISCO

633 MARKET ST., Phone SUTTER 7676

Branch: FINANCIAL CENTER BLDG.

OAKLAND

436 17TH ST., Phone GLENCORT 8161

NEW YORK OFFICE: 120 BROADWAY

### 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"

### PACIFIC COTTON GOODS COMPANY

152 Fremont Street  
SAN FRANCISCO

### CRAIG CARRIER COMPANY

Merchants Exchange Building  
SAN FRANCISCO

### SACRAMENTO

Leave 6:30 p.m., Daily Except Sunday  
"DeltaKing" "DeltaQueen"



One Way \$1.80. Round Trip \$3.00  
De Luxe Hotel Service

THE  
CALIFORNIA TRANSPORTATION  
COMPANY

Pier No. 3 — Phone SUTTER 3880

# San Francisco Business

Page XX AUGUST 20, 1930 Number 34



## ANNUAL HARBOR DAY SHOWS PORT GROWTH

### Parade and Boat Races Will Feature Celebration!

in S. S. Sandberg of the United States Shipping Board to be Guest of Honor

On Thursday, August 21, all San Francisco will celebrate Harbor Day, sponsored by the Junior Chamber of Commerce in recognition of the greatness and importance of the harbor to the well-being and prosperity of the city.

Instituted last year in the nature of an experiment, so successful has it proved as a means of forwarding the growth and betterment of San Francisco premier port of the Pacific that it will be made an annual feature.

The chairmanship of Gerald J. O'Garra of the Marine Committee, and the active assistance of nearly the membership of the Junior Chamber complete program for Harbor Day drawn up which will begin with a parade in the morning, with Robert Dollar, dean of American seamen, as grand marshal, and will be throughout the afternoon and evening with yacht, navy cutter and merchant marine lifeboat races on the bay and a variety of exhibitions, inspections and other activities scheduled. The complete day's program which every member of the Junior Chamber should keep in his pocket for reference, will be found in this issue of San Francisco Business.

At a great all-chamber luncheon, on Wednesday, August 20, which will be attended by leaders of the San Francisco Chamber of Commerce and the San Francisco Commercial Club and notables in the business and civic life of the city, Captain S. S. Sandberg, commissioner of the U. S. Shipping Board, will be the honored speaker. "A Decade of Progress for the American Merchant Marine," will be the topic of Commissioner Sandberg's address, in which he will discuss the part the Pacific Coast and San Francisco have played in the development of American shipping. Captain Sandberg, who is a former San Franciscan, is a representative of the Pacific Coast on the Shipping Board.

Back of the Harbor Day ceremonies lies a very serious purpose. San Francisco Harbor, made famous by the stories of Peter B. Kyne; renowned for her shipyard, which built the famous old battleship "Oregon" of the Spanish-American war.

Back of the Harbor Day ceremonies lies a very serious purpose. San Francisco Harbor, made famous by the stories of Peter B. Kyne; renowned for her shipyard, which built the famous old battleship "Oregon" of the Spanish-American war.

### Home Industries Week Boosts Local Markets

RECOGNIZING that the Home Industries Week, which began August 11, was congruent with the Annual Junior Chamber of Commerce Products Week, the Industrial Committee of which H. H. Brawner is chairman, endorsed this movement. The Home Industries Week is part of the campaign in which 16 department stores of the Retail Dry Goods Association have united to promote the purchase of locally manufactured merchandise.

Various stores throughout the city displayed home manufactured products in their windows supplemented by full page educational advertisements in the daily newspapers listing products manufactured by local establishments. Some of the stores leading this campaign include Hale Bros., O'Connor, Moffatt & Co., City of Paris, Emporium and The White House.



GERALD J. O'GARRA, chairman of Marine Committee in charge of Harbor Day.

### HARBOR DAY PROGRAM

The following is the program for Harbor Day, Thursday, August 21, 1930. Grand Marshal of Parade, Captain Robert Dollar, adjutant; Commander John McEne, U. S. N. R. F.:

11:30 A. M. to 1:00 P. M.—Parade forms Civic Center. Line of march—Market Street to Embarcadero via Montgomery, California, Drumm and Pacific streets, swinging south on Embarcadero; disbanding south Howard Street.

Reviewing Stand—Ferry Building.

11:30 A. M. to 1:30 P. M.—Aerial festivities over city.

9:45 A. M. to 2:05 P. M.—Yacht races, off Marina:

9:45 A. M.—Star Class.

9:50 A. M.—Under 25 feet, handicap class.

10:00 A. M.—Six meter race.

1:00 P. M.—Sloops and Yawls, Class N.

1:10 P. M.—Schooners and Ketches, Class F.

1:20 P. M.—Sloops and Yawls, Class P.

1:30 P. M.—Schooners and Ketches, Class G.

1:40 P. M.—Sloops over 25 feet.

1:50 P. M.—Eight meter race.

1:55 P. M.—Q Class.

2:00 P. M.—R Class.

2:05 P. M.—Bird Class.

[ continued on page 3 ]

### Plans Complete For the Winter Sports Week!

National Open Match Play Championship Will Be Closing Event

A Mid-Winter Sports Week, to be held in San Francisco, November 29 to December 7, has been planned and sponsored by the Sports Committee of the Junior Chamber of Commerce. Leading off with the Stanford-Dartmouth football game, on Saturday, November 29, and finishing with the National Open Match Play Golf Championship, December 4 to 7, this week promises to make San Francisco, during that time, a mecca for sportsmen from all over the country.

[ continued on page 2 ]

### Tonnage Figures Show Growth of Commerce

COMMERCE is an index of growth and economic importance. The magnitude of the great commerce of this area is best visualized by considering that an average of between six and seven million dollars' worth of commodities moves over the wharves of San Francisco Bay every day of the year.

Final tonnage figures for 1928 showed that 41,019,019 tons of cargo were handled, valued at two and a quarter billion dollars. This tonnage is almost as great as the combined tonnage of the three next largest Pacific Coast ports, which totaled 43,769,373, while the value is greater than the \$2,073,670,213 combined value of the Los Angeles, Seattle and Portland ports.

Development of San Francisco Bay's foreign trade during the past twenty years is indicated by the following figures:

	Total Imports and Exports
1909-13 (average).	\$ 98,743,415
1921	226,239,914
1922	315,913,342
1923	327,209,118
1924	319,776,328
1925	380,289,188
1926	397,213,309
1927	371,560,010
1928	399,741,728
1929	118,879,055

[ continued on page 2 ]

Free Public Library  
Civic Center  
San Francisco

## Know these Firms

They represent the backbone of San Francisco and deserve your co-operation in their respective lines. They offer a personal, individual service; complete, intelligent and helpful.

### Advertise Anything!

Houses, Lots, Apartments, Furniture, Farms, Farm Tools, Implements, Mechanic's Tools and Machinery, Building Materials, Automobiles, Tires, Accessories, Stocks & Bonds, Insurance, Accountancy, Investment Securities, Hotels, Situations Wanted, Help Wanted, Stoves, Phonographs, Radios, Books, Music, Clothing, Hats, Shoes, Markets, Candies, Ice Cream, Flowers, Chickens, Typewriters

For anything at all you will find a buyer or seller through the columns of

### "San Francisco Business"

#### 7A—BUTCHERS

Beef, Calves, Sheep and Hogs Bought or Slaughtered on Commission

### JAMES ALLAN & SONS

WHOLESALE BUTCHERS

Office and Abattoir:  
THIRD ST. and EVANS AVE.  
Phone Mission 5600

#### 8—CHOCOLATE MANUFACTURES

### D. GHIRARDELLI CO.

SAN FRANCISCO

CHOCOLATE and COCOA  
Since 1852

#### 10—CRACKPROOF GARDEN HOSE



## Crackproof GARDEN HOSE

Manufactured by  
**Pioneer Rubber Mills**  
San Francisco  
Sold all over the world

#### 11—ELECTRIC SIGNS

### BRUMFIELD ELECTRIC SIGN CO.

965-967 FOLSOM ST., S. F.

WE MANUFACTURE

## OUR OWN NEON SIGNS

PATENTS APPLIED FOR

#### 13—EMPLOYMENT BUREAU

### COMMUNITY PLACEMENT BUREAU, INC.



Operated by  
San Francisco  
Employers

HUNTER-DULIN  
BUILDING  
Garfield 4004

#### 14—FLOWERS

### Darbee Florist

GEN. A. J. GOOCH, Prop.

1036 Hyde St. San Francisco, Calif.

Phone Franklin 0208

Open Evenings and Sundays. We deliver and telegraph flowers anywhere.

#### 16—GLASS

### PACIFIC COAST GLASS CO.

Manufacturers of  
**BOTTLES and JARS**

SEVENTH and IRWIN STREETS

Phone Market 0327 San Francisco

#### 19—HOTELS

### HOTEL ROOSEVELT

Jones at Eddy

SAN FRANCISCO'S NEW FINE HOTEL

Every room with bath or shower

\$2.00 to \$3.50 Garage next door

#### 19A—HOTEL EQUIPMENT

Telephone Market 2400

Manufacturers of Kitchen Equipment for  
Hotels, Restaurants and Institutions.

China - Glassware - Silverware

**MANGRUM-HOLBROOK**  
1235 Mission Street, San Francisco

#### 21—ICE MANUFACTURERS

### CITY ICE DELIVERY CO.

135 KANSAS STREET  
Market 6400

Distributors for Consumers Ice,  
National Ice & Cold Storage,  
Union Merchants Ice Delivery Co.

#### 23—INVESTMENTS

### "OVER-THE-COUNTER"

Market Specialists

Unlisted Stocks and Bonds

**MARTIN JUDGE JR. & CO.**

1 MONTGOMERY STREET

Douglas 8760 San Francisco

Take Advantage  
of S. F. BUSINESS  
Advertising Columns

## Transcontinental Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

11408—Tile (facing or flooring), encaustic or plain, glazed or unglazed, N.O.S., LCL, eastbound: Proposal to advance the Group "F" rate in Item 3410 of Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent, from \$2.00 to \$2.15 per 100 lbs.

11409—Iron or steel figures, in crates, LCL, westbound: Request for amendment of the entry in Item 3095-series, Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I.C.C. No. 1239, H. G. Toll, agent, covering steel figures, in boxes, to read: Figures, iron or steel, in boxes or crates.

11410 — Clays, crude, cleaned or calcined, ground or unground, CL, eastbound: Request for carload rate of 50¢ per 100 lbs., minimum weight 80,000 lbs., from California to Group "D" and west, Item 1595 of Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent.

11411—Holiday cards, CL, westbound: Request that Item 4290 of Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I.C.C. No. 1239, H. G. Toll, agent, be amended to also apply on holiday cards.

11412—Maps, in cases, LCL, westbound: Request for less carload rate of \$3.75 per 100 lbs. on maps, in cases, from Group "D" to the Pacific Coast under Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I. C. C. No. 1239, H. G. Toll, agent.

11413—Iron or steel wall ties (wall bonds), LCL or in mixed carloads with machinery, etc., eastbound: Request for less carload rate of \$2.40 per 100 lbs. on iron or steel wall ties (wall bonds) from California to Group "D" under Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent, or that this commodity be included in mixed carloads in Item 2560-A of the tariff.

11414—Bentonite Clay CL, eastbound: Request for carload rate of 55¢ per 100 lbs. on Bentonite clay, minimum weight 80,000 lbs., from California to Group "E" and west under Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent.

11415—Pumice, crushed, ground or unground, in bags, CL, eastbound: Request that the description reading "pumice, crushed, ground or unground, in bags" in Item 3040 of Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent, be made to apply to Groups "A," "B" and "C" by eliminating circle 41 reference mark in connection with rates to Groups "A," "B" and "C."

11416—Fruit juice in mixed carloads with beverages, eastbound: Request for inclusion of fruit juice in Item 1230 of Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent.

11417—Book matches included as premiums with less carload shipments of chewing gum, westbound: Request that Item 843 of Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I. C. C. No. 1239, H. G. Toll, agent, be amended to provide for an "Exception" to the effect that book matches included as premiums with less carload shipments of chewing gum will be accepted when packed in separate containers. It is suggested by shipper that this be accomplished by making the "Exception" read:

"If the premiums consist of articles which the regulations of the Bureau of

24—LANDS

**MILLER & LUX**  
Incorporated  
**FARMING AND LIVESTOCK PROPERTIES**  
1114 MERCHANTS EXCHANGE BLDG.

25A—LUMBER

**Christenson Lumber Company**  
**LUMBER - MILLWORK**  
Yards and Mill:  
FIFTH and HOOPER STREETS  
MA rket 0580 San Francisco

26—METALS

**Sheet Metal Manufacturing**  
Press Work - Forming - Welding - Irrigation Pipe - Building Products - Orchard Heaters - Oil Buckets - "De Laitte" Automatic Gas Machine "Vent-O-Screen Ventilating Screen"  
**W. R. AMES CO.**  
150 Hooper Street MA rket 3815

**Federated Metals Corporation**  
Great Western Smelting and Refining Branch  
**M E T A L S**  
75-99 FOLSOM STREET  
DA venport 2540 San Francisco

29—PACKERS

**GRIFFITH-DURNEY CO.**  
San Francisco  
**CANNED FOODS**  
California Fruits, Hawaiian Pineapple California Asparagus, California Sardines, Salmon—All Grades

29A—PHOTOSTAT SERVICE

**PHOTOSTAT COPIES**  
Made from Letters, Legal Documents, Maps, Blueprints, etc.  
Personal confidential service  
**Standard Photoprint Company**  
142 Sansome Street Sutter 1675

30—SAFES AND VAULTS

Telephones: GA rfield 3041 and 3042  
**The Hermann Safe Co.**  
Manufacturers and Dealers  
Fire and Burglar Proof Safes and Vaults Safe Deposit Boxes, Etc.  
Howard and Main Sts. San Francisco

**EUROPE**  
*via PANAMA*  
FAST NEW SHIPS  
"San Francisco" "Portland"  
"Oakland" "Seattle" "Tacoma"  
"Las Angeles" "Vancouver"  
CABIN and THIRD CLASS  
**HAMBURG-AMERICAN LINE**  
For Passage—574 Market Street or local agents  
For Freight—Sudden & Christenson  
310 Sansome Street, San Francisco

35—STEAMSHIP COMPANIES

**American-Hawaiian S.S.Co.**  
Frequent and Dependable Coast to Coast Service  
1)A venport 2900 215 Market Street

Joint Service of Phone DO uglas 7510  
**HOLLAND-AMERICA LINE**  
AND  
**THE ROYAL MAIL STEAM PACKET CO.**  
**PACIFIC COAST—EUROPE**  
"The Pioneer Refrigerator Service"  
120 Market Street San Francisco

36—STEEL

**Montague Pipe & Steel Co.**  
Riveted Steel Pipe, High Pressure Pipe Lines, Oil and Water Tanks, Syphons, Steel Flumes, Stacks, Montague Well Casings, Water Tube Safety Boilers  
Office and Works: 1999 THIRD ST.  
Phone Market 2016

**PATENTS**  
TRADE MARKS, FOREIGN PATENTS  
**MUNN & CO.**  
Suite 601 Hobart Bldg., San Francisco

**F. E. BOOTH COMPANY, Inc.**  
*Packers and Canners*  
**Fish, Fruit, Vegetables**  
Executive Offices:  
110 Market St. San Francisco

**PACIFIC ELECTRIC MFG. CORP.**  
*High Voltage Switches*  
5815 3rd Street

W. A. HALSTED, President  
WM. C. HAMMERSMITH, Vice-Pres.  
The Old Firm  
**HALSTED & CO.**  
Undertakers and Embalmers  
No Branches  
1123 SUTTER STREET  
Telephone OR dway 3000

Explosives prohibit in packages with other articles, they will be accepted when packed in separate containers."  
11418—Croquet sets, in boxes, LCL, westbound: Request for less carload rate of \$3.45 per 100 lbs. on croquet sets, in boxes, from Group "C" to California under Tariff 1-H, L.C.C. No. 1237, H. G. Toll, agent.  
11419 — Potassium xanthate and sodium xanthate, CL, westbound: Request for inclusion of potassium xanthate and sodium xanthate in Item 5025 of Tariff 1-H, L.C.C. No. 1237, H. G. Toll, agent.  
11420—Grape Juice, CL, eastbound: Request for amendment of Item 2500 of Tariff 2-Y, L.C.C. No. 1233, H. G. Toll, agent, to provide for the following alternative rates on grape juice, minimum weight 60,000 lbs., from the North Coast to—Groups:  
A-K-B-L-C-CL-M-D-E-F-G-H-N J

81.05 98c per 100 lbs.  
11421—Scale boards (vener disks), CL, westbound: Proposal to establish carload rate of 92c per 100 lbs. on scale boards (vener disks), minimum weight 60,000 lbs., from eastern origin points to the Pacific Coast under Tariffs 1-H, L.C.C. No. 1237, H. G. Toll, agent, and 1-E, L.C.C. No. 1239, H. G. Toll, agent.  
11422—Lumber and other forest products from North Coast to Perryville, Mo. (Cape Girardeau Northern Ry.), CL, eastbound: Request for representation of the Cape Girardeau Northern Ry. as a participating carrier in Tariff 28-J, L.C.C. No. 1235, H. G. Toll, agent, and establishment of carload rate of 80c on commodity Group "D" articles from the North Coast to Perryville, Mo. (proposed rate represents an arbitrary of 2½c per 100 lbs. over 77½c rate applying to Perryville Junction, Mo. (St. L.-S. F. Ry.), Index 12086, Tariff 28-J.

11109 (Amended) — Carpets or carpeting, viz.: cork, linoleum, felt base, etc., also oil cloth (other than floor oil cloth), felt or paper carpet lining, etc., CL, westbound: Proposal to amend Tariff 1-H, L.C.C. No. 1237, H. G. Toll, agent, to provide for proportional rate of \$1.21½ per 100 lbs., minimum weight 50,000 lbs., on linoleum and other articles are described in Item 1945 of the tariff, from New York Piers of "Morgan Line" to New Orleans, La., Galveston, Tex., or Houston, Tex. (Clinton Docks), T. & N. O. R. R. to El Paso, Tex., Southern Pacific Company to Phoenix, Ariz.; rate to apply on traffic originating at Lancaster, Pa.

11403 (Amended) — Potatoes (not including sweet potatoes), CL, eastbound — from Lund, Cedar City and Fillmore, Utah: Proposal to establish the same carload rates and minimum weights in Tariff 3-B, L.C.C. No. 1238, H. G. Toll, agent, on potatoes (not including sweet potatoes) from Lund, Utah, to midwestern territory as shown from Elko, Nev., in Item 5228 of the tariff; rates from Cedar City and Fillmore, Utah, to be 2c per 100 lbs. higher than from Lund.

**Industrial Opportunities**  
in Industrial Lands in  
**South San Francisco**  
*Low Land Cost*  
San Francisco Freight Rates  
San Francisco Switching Area  
**SOUTH S. F. LAND AND IMPROVEMENT CO.**

## Retail Cooperation

[continued from page 31]

With a definite plan of cooperation agreed to by the larger stores the committee was then in a position to develop detailed facts and figures regarding local buying habits and possibilities by which they could carry forward their work. To secure this information a "Buyers' Ballot" or survey form was developed by Manager Fleming with the assistance of a special committee of buyers appointed from member stores of the Dry Goods Association.

Following the development of the form and its subsequent approval by the association, the survey work, now being carried on, was commenced. Another series of meetings with store buyers was arranged through the cooperation of the retail store managers. At each of these

meetings the purpose of the survey, namely to stimulate local production and payrolls through the greater purchasing by store of local goods, was explained. Then at each meeting the survey blanks are supplied to the buyers with the instructions from their store managers that they be filled in and returned for compilation and digestion by the Chamber staff.

The following information is being developed in the survey. Type of merchandise purchased by the store; total amount of all purchases; total amount of local purchases; amount of possible local purchases if merchandise was acceptable; means whereby manufacturers might improve their merchandise and service; and the possibilities for necessary new industries.

Already as the result of these surveys, two stores have announced that during the coming year they will purchase a total of nine million dollars' worth of local merchandise and indications from the other stores are that at least twenty-five million dollars' worth of local merchandise will be purchased by the larger stores during the coming year.

### ORGANIZING THE MANUFACTURER

Still another Chamber Committee, the General and Miscellaneous Industries Committee of which A. J. Watson is chairman, were making a study of the ways and means of organizing industry to promote its business. This committee after more than a year's study has developed a program which met with the approval of the retailers as expressed in the following letter from President R. P. Connolly to Industrial Manager C. A. Fleming:

"I read your Market Building Program for San Francisco last night, and think it is one of the most excellent pieces of work that I have seen done.

"May I offer my heartiest congratulations on the program outlined. Our one problem now is carrying it out. I hope that the Dry Goods Association will be able to help out in a big way."

This program includes the fourteen points and the "Buyers' Ballot" in addition to a plan for the organization of the industries selling and making department store merchandise.

The organization plan contemplates the formation of a super trade organization served by a paid staff of employees. The proposed organization will consist of separate divisions, functioning as a unit, yet so organized as to handle the problems of such groups as the fur group, the dress group, men's wear group and the numerous other component parts — each of which have their group problems to solve.

The general organization and its divisions will serve the factories through considering various technical business problems of accounting, price cutting and other trade practices; will correlate and protect members' styles developments; will carry on trade promotional work both locally through market events and

style shows, and through the market area by contact work; and will carry out in cooperation with the Chamber, the agreement with the Retail Dry Goods Association including the maintenance of a check of local purchases by local stores.

This plan was presented to representatives from the directorate of the Manufacturers and Wholesalers Association at a luncheon last Monday to ascertain if their organization would consider expanding their market week and other activities to the suggested year around program advanced by the Chamber of Commerce.

Expressing the gratitude of the local manufacturers and wholesalers of the city for the work of the Chamber in pointing out the advantages of increasing local prosperity through building payrolls, President W. W. Stetheimer of the Manufacturers and Wholesalers Association stated, "The plan is a fine piece of work. After careful consideration by our directors, our association will attempt to develop, with the Chamber of Commerce, this means of increasing the buying of local merchandise by local stores."

The next step, as Director B. R. Funsten of the Chamber, who is a prominent local manufacturer and wholesaler, puts it, is to organize all industry in one super trade group for the promotion of our industrial products. Upon the successful completion of the work in this first group, it is our desire to carry on this work until all San Francisco is on its toes in the race for building markets—for we must recognize that present-day industries have a definite tendency to locate where the markets are.

*The Time to Advertise  
Is All the Time*

**COMPLETE  
BROKERAGE  
SERVICE**

DIRECT PRIVATE WIRES

**McDONNELL  
& COMPANY**

Members:

San Francisco Stock Exchange  
New York Stock Exchange

SAN FRANCISCO

633 MARKET ST., Phone SUTTER 7676

Branch: FINANCIAL CENTER BLDG.

OAKLAND

436 17TH ST., Phone GLENCORT 8161

NEW YORK OFFICE: 120 BROADWAY

### 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"

### PACIFIC COTTON GOODS COMPANY

152 Fremont Street

SAN FRANCISCO

### CRAIG CARRIER COMPANY

Merchants Exchange Building

SAN FRANCISCO

### SACRAMENTO

Leave 6:30 p.m., Daily Except Sunday

"DeltaKing" "DeltaQueen"



One Way \$1.80. Round Trip \$3.00  
De Luxe Hotel Service

THE  
CALIFORNIA TRANSPORTATION  
COMPANY

Pier No. 3 — Phone SUtter 3880

# San Francisco Business

Volume XX AUGUST 20, 1930 Number 34



## ANNUAL HARBOR DAY SHOWS PORT GROWTH

### Parade and Boat Races Will Feature Celebration!

Captain S. S. Sandberg of the United States Shipping Board to be Guest of Honor

On Thursday, August 21, all San Francisco will celebrate Harbor Day, sponsored by the Junior Chamber of Commerce in recognition of the greatness and importance of the harbor to the well-being and prosperity of the city.

Instituted last year in the nature of an experiment, so successful has the proved as a means of forwarding the growth and betterment of San Francisco premier port of the Pacific that it will be made an annual feature.

Under the chairmanship of Gerald J. Sandberg of the Marine Committee, and with the active assistance of nearly the entire membership of the Junior Chamber, the complete program for Harbor Day is now drawn up which will begin with the parade in the morning, with Captain Robert Dollar, dean of American seafaring men, as grand marshal, and will continue throughout the afternoon and evening with yacht, navy cutter and merchant marine lifeboat races on the bay and a variety of exhibitions, inspections and other activities scheduled. The complete day's program which every member of the Junior Chamber should keep in his pocket for reference, will be found in this issue of San Francisco Business.

At a great all-chamber luncheon, on Wednesday, August 20, which will be attended by leaders of the San Francisco Chamber of Commerce and the San Francisco Commercial Club and notables in the business and civic life of the city, Captain S. S. Sandberg, commissioner of the U. S. Shipping Board, will be the honored speaker. "A Decade of Progress for the American Merchant Marine," will be the topic of Commissioner Sandberg's address, in which he will discuss the part the Pacific Coast and San Francisco have played in the development of American shipping. Captain Sandberg, who is a former San Franciscan, is a representative of the Pacific Coast on the Shipping Board.

Back of the Harbor Day ceremonies lies a very serious purpose. San Francisco Harbor, made famous by the stories of Peter B. Kyne; renowned for her shipyard, which built the famous old battleship "Oregon" of the Spanish-American War.

[continued on page 2]

### Harbor Day History of S. F. Bay Outlined

HARBOR DAY commemorates the efforts of those hardy pioneers who had vision to first see the glories of San Francisco Bay. It is what we now have and what we should strive for.

One hundred and fifty-six years ago in the "San Carlos" was the first to pass through the portals of our Golden Gate. Many sailing vessels entered the bay then and November 15, 1847, the "Steambot," owned by Wm. A. Schuchert, was first to operate on the bay under her own power. A little over a year later the first "Pacific Mail" steamer from New York, the "California," greeted by the gold-mad throng as the "California," were now established in the far-famed clipper ships were just getting their prime. The first clipper to sail from San Francisco, "Colonel Fremont" followed by those whose names are remembered by veteran San Franciscans.

Development since then has been rapid. The harbor grew, docks were built, wharves, names, now familiar to all of us, and their brilliant pathway through the waters of the bay. Captain Matson, Robert Dollar and many others whose names were bent upon making our harbor what it is today, and will be names to be remembered.

Harbor Day commemorates and honors the events and men who put their shoulders to the wheel to make our port what it is today. Harbor Day is the bugle call to action for our young men to take up their work and continue on. The task is not ending, we need bay bridges, port facilities and yet faster transportation.



GERALD J. O'GARRA, chairman of Marine Committee in charge of Harbor Day.

### HARBOR DAY PROGRAM

The following is the program for Harbor Day, Thursday, August 21, 1930. Grand Marshal of Parade, Captain Robert Dollar, adjutant; Commander John McGe, U. S. N. R. F.:

- 11:30 A. M. to 1:00 P. M.—Parade forms Civic Center. Line of march—Market Street to Embarcadero via Montgomery, California, Drumm and Pacific streets, swinging south on Embarcadero; disbanding south Howard Street.
- Reviewing Stand—Ferry Building.
- 11:30 A. M. to 1:30 P. M.—Aerial Festivities over city.
- 9:45 A. M. to 2:05 P. M.—Yacht races, off Marina.
- 9:45 A. M.—Star Class.
- 9:50 A. M.—Under 25 feet, handiemp class.
- 10:00 A. M.—Six meter race.
- 1:00 P. M.—Sloops and Yawls, Class N.
- 1:10 P. M.—Schooners and Ketches, Class F.
- 1:20 P. M.—Sloops and Yawls, Class P.
- 1:30 P. M.—Schooners and Ketches, Class G.
- 1:40 P. M.—Sloops over 25 feet.
- 1:50 P. M.—Eight meter race.
- 1:55 P. M.—Q Class.
- 2:00 P. M.—B Class.
- 2:05 P. M.—Bird Class.

[continued on page 3]

### Plans Complete for the Winter Sports Week!

National Open Match Play Championship Will Be Closing Event

A Mid-Winter Sports Week, to be held in San Francisco, November 29 to December 7, has been planned and sponsored by the Sports Committee of the Junior Chamber of Commerce. Leading off with the Stanford-Dartmouth football game, on Saturday, November 29, and finishing with the National Open Match Play Golf Championship, December 4 to 7, this week promises to make San Francisco, during that time, a mecca for sportsmen from all over the country.

[continued on page 2]

### Tonnage Figures Show Growth of Commerce

COMMERCE is an index of growth and economic importance. The magnitude of the great commerce of this area is best visualized by considering that an average of between six and seven million dollars' worth of commodities moves over the wharves of San Francisco Bay every day of the year. Final tonnage figures for 1928 showed that 41,018,019 tons of cargo were handled, valued at two and a quarter billion dollars. This tonnage is almost as great as the combined tonnage of the three next largest Pacific Coast ports, which totaled 43,769,373, while the value is greater than the \$2,973,670,213 combined value of the Los Angeles, Seattle and Portland ports.

Development of San Francisco Bay's foreign trade during the past twenty years is indicated by the following figures:

	Total Imports and Exports
1909-13 (average)	\$ 98,713,445
1921	226,239,914
1922	315,913,312
1923	327,209,118
1924	319,776,328
1925	380,389,188
1926	397,213,309
1927	371,560,010
1928	399,741,728
1929	418,870,055

[continued on page 2]

Free Public Library  
Civic Center  
San Francisco

# SAN FRANCISCO BUSINESS

[San Francisco Junior Chamber of Commerce Issue]

AUGUST 20, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

Published once each month as the San Francisco Junior Chamber of Commerce Issue of San Francisco Business at 211 Merchants Exchange Building, San Francisco, California.

Editor - JOHN L. GOMPERTZ

Associate Editors

Morton Beebe Wm. Cathcart Lewis B. Reynolds Carl Wakefield  
Chairman, Publicity Committee - Robert B. Coons

Officers of the San Francisco Junior Chamber of Commerce

President - J. H. THRELKELD

Executive Vice-President - J. A. Folger 2nd Vice-Pres. & Treas. - Wilson Meyer  
Third Vice-President - Daniel W. Evans Secretary-Manager - Frank A. King  
Assistant Secretary-Manager - Walter Reimers

Directors

Lloyd H. Berendsen, A. H. Brawner, Arthur M. Brown, Jr., Edward H. Clark, Jr., Robert B. Coons, Lloyd W. Dinkelspiel, Daniel W. Evans, J. A. Folger, Chalmers G. Graham, John J. Heffernan, Robert M. Levison, Emile D. Maloney, Wilson Meyer, Martin S. Mitau, Herbert H. Mitchell, Britton Rey, Frederic E. Supple, J. H. Threlkeld, J. J. Tynan, Jr., S. G. Walton, Archibald B. von Adelung.

## OBSERVATIONS

The new fire ordinance was approved by the fire committee of the Board of Supervisors. The board agreed to make it a special order of business at their last meeting. The board did not even consider it at their last meeting and it has been put over for another three weeks. Will this postponement continue indefinitely?

It is pleasing to note that one of the leading radio stations in San Francisco is closing its program every night by reading the little essay which appeared in the last Junior Chamber issue of San Francisco Business, entitled "My City."

Suggestions and constructive criticisms are always welcomed and when possible will always be published. We believe that healthy discussion promotes growth. However, anonymous communications will be disregarded.

## R. R. Commission Announces Hearing

The California Railroad Commission has announced a hearing on Agent Gompf's Application No. 16637 for September 16, 1930, in Los Angeles. This application, which purports to be for the purpose of removing the discrimination found by the Commission (in its decision in Case 2602), to exist in the class rates applicable on the Coast Division of the Southern Pacific Co., Los Angeles ports to San Francisco is, as previously announced in these columns, an file with the Transportation Department, which is authorized to appear at the hearing.

The department has also available to interested members an analysis of the rates proposed in the application, current rates, etc., and members who ship and receive freight to and from points in the affected territory are urged to present their views on the matter. The staff of the department will be glad to discuss the telephone with any one who may call or telephone.

## NEW TRADE BOOKLET

The Pan-American Union at Washington, D. C., has recently issued Finance Series, No. One, entitled, "Revenues, Expenditures, and Public Debts of the Latin American Republics."

Members are welcome to consult copies of this booklet in the Department of International Trade and Commercial Relations.

## Radio Audition Trials

### Are Well Attended

Over 80 entries in the Bay District have tried out the past week in the San Francisco Atwater Kent Radio Audition. These local trials have been sponsored by the Junior Chamber of Commerce with the Radio Committee under Martin Mitau actively handling all details.

Each year the Atwater Kent Foundation arranges a national contest over the radio for the best amateur voices. Ten prizes are given, with first prize for both the winning boy and girl of \$5000 and two years' free tuition at any school of music.

The winning boy and girl of San Francisco will compete with other entries from every city in California, in the state trials over KPO, October 20. Then on November 17, the state winners will enter the western states' contest over KPO.

Finally the two section winners will compete in the finals in New York on December 15. This last audition will be broadcast nation-wide by the NBC.

Assisting Martin Mitau on the Radio Committee are Heber Tilden and James K. Carr.

## S. F. Designated Entry Port for Antique Furniture

San Francisco has been designated a port of entry for antique furniture, in the tentative draft of regulations prepared by the Treasury Department in accordance with Section 489 of the 1930 Tariff Act, according to advance information received today by the Department of International Trade and Commercial Relations of the San Francisco Chamber of Commerce. "This is complimentary recognition by the Treasury Department given San Francisco as a capital port, and as a city renowned for her appreciation of all that is worthy of treasuring, and for her high plane of culture," commented Wm. L. Montgomery, assistant department manager. "To be classed as antique," continued Montgomery, "and therefore, to be allowed free entry, furniture must have been produced prior to the year 1890.

"Just as all that glitters is not gold, so is not antique all that is old-looking and full of worm holes. Despite a customs penalty of 25 per cent ad valorem, for falsely claiming antiquity, much furniture is offered for entry as antique in order to be exempt from duty payment, when it is not antique in the eyes of the customs law.

## PRE-HARBOR DAY PROGRAM ON AIR

The program of the Pre-Harbor Day Luncheon to be held Wednesday, August 20, at the San Francisco Commercial Club, will be broadcast over the entire Pacific Slope from Spokane to Phoenix.

Rebroadcasting stations located in the following cities will participate in the hookup: Spokane, Seattle, Portland, San Francisco, Oakland, San Diego, San Jose, Los Angeles and Phoenix.

"In order to protect the Government, and domestic manufacturers of furniture, it is necessary that all furniture claiming antiquity, be entered at certain ports where export examination of it may be made. Only a few ports are being designated for entry of antiques," Montgomery concluded, "because not all ports are staffed with customs inspectors qualified by training and experience to pass judgment as to authenticity of claims of antiquity in works of art, including old pieces of furniture."

Action by the Treasury Department, in naming San Francisco port of entry for antique furniture is in consonance with the San Francisco Chamber's plea which went forward when new requirements became law with passage of the 1930 Tariff Act. Credit for alertness to San Francisco's opportunity to be designated as port of entry for antique furniture is due to Mr. R. C. Robinson, former chairman of the Chamber's Customs Committee.

## Guidance for Users of Bills of Lading

The A. T. & S. F. Ry., Southern Pacific Lines and the Western Pacific Railroad have advised the Transportation Department that "the straight and order bills of lading, published in Consolidated Freight Classification No. 6, in use prior to the revision of the forms effective August 1, 1930, may be used during the period, August 1, 1930, to January 1, 1931, provided that all copies used are stamped in legible type with the following notation: "The shipment is tendered and received subject to the terms and conditions of the company's uniform bill of lading effective August 1, 1930.

Shipper's signature Agent's signature: The notation may be placed on either the face or back of the bills of lading, but preferably on face.

"The use of these over-stamped forms is authorized only to avoid an economic waste, and should be discouraged and the new forms used whenever possible."

Members may be governed accordingly.

## Tonnage Figures Show Growth of Commerce

[continued from page 1] During 1929 more than 15,700 ships passed in and out of the Golden Gate. They had a net registered tonnage of 39,000,000 tons. These figures include only commercial ships and exclude all naval ships of the United States.

The average size of the ships was 2500 net registered tons. Ten years ago 9243 ships passed through the Gate having a net registered tonnage of 12,261,669 tons, or an average per ship of 1320 tons.

Thus in shipping as in many other lines of modern day business the call is for "bigger and better" things. With the rise of the present-day giant, fast-moving, motor-driven steamer the sailing ship has gradually passed out of the picture.

## New Junior Chamber Formed in Honolulu

The city of Honolulu now has a fledgling Junior Chamber of Commerce. This is the culmination of over a year's work and cooperation between the Honolulu Chamber of Commerce and the San Francisco Junior Chamber.

Already the new Chamber is showing its genuine interest in Island affairs, planning to participate in Civic Week in Honolulu to be held from August 17 to 21. H. Denman Schutt was elected president of the organization for the coming year.

## Annual Harbor Day Shows Port Growth

[continued from page 1] War and innumerable craft that participated in the Great War; haven of Spanish, Mexican, Russian and British explorers of bygone days, is not to her fame on past glories if the San Francisco Junior Chamber of Commerce help it.

"Develop the port of San Francisco the bay to the limit!" That is the slogan of the Junior Chamber, and in accordance with that aim a definite program of expansion has been drawn up. Some of its points, such as the appointment of a traffic manager to stimulate business have already been achieved. Others, such as the lengthening of inspection booms to remove San Francisco from the "o'clock town" class and place her on a par with other great seaports for facilitation of movement of incoming vessels, are in a fair way to be put into practice.

The Junior Chamber of Commerce through its sponsorship of Harbor Day serves notice that it will fight unceasingly for the development of this port, the greatest on the Pacific, and in particular that its ten-point program of immediate improvements must be carried through and put into execution without delay.

## Plans Complete for the Winter Sports Week

[continued from page 1] The football game, which is to be held at the Stanford Stadium, will undoubtedly draw many grid followers and come from other parts. The tournament, its field of internationally prominent golfers, will be the crowning feature of the week and is certain to focus nation's eyes on San Francisco. The loving events have tentatively been scheduled to fill in the week:

1. Far Western Amateur Boxing Championship.
2. Yacht races off the Marina.
3. Exhibition tennis matches.
4. Sportsmen's dinner.

Special emphasis is to be placed on last of these, the Sportsmen's Dinner. All of the competing golfers are expected to be there. The committee hopes to take the Stanford and Dartmouth football teams present, along with visiting clubs, and, national and local sports stars. The dinner will be open to everyone at a price to be announced later.

Detail plans for the National Golf Match Play Championship are progressing very satisfactorily, according to Charles W. Fay, Jr., chairman of the Committee. The formal announcement, with all tournament information, has been mailed to all clubs, by the Junior Chamber, sponsors of the event.

At a meeting last week of the Sports Committee, Gordon McDonald, chairman of the following members to act as the Program Committee for Sports Week: Clyde King, chairman, Percy Lieker Masters, Bill Monahan, Percy Lecky Cummings, Charles W. Fay, Jr., ex officio and Gordon McDonald, ex officio.

# ACTS and RACKS



Brewer, prominent member of Marine Committee has turned "elder." Watch for, and listen to, his Day Song and let us know if you think "Skin's" version of "Away."

With pleasure that we announce the return of our former directors, Harrison, has returned to the fold. He has spent most of the last year in the States and we welcome him back to the club.

Member appears on the list, O'Gara; brother of the famous O'Gara, who is doing such splendid work as chairman of the Marine Committee. Here is hoping that Jimmy is Jerry when it comes to Junior Chamber of Commerce work.

Charlie Fay is parking at the Chamber office, dictating letters, and looking as if there is some real work to do to put over the Open Match Golf Tournament, to be held this year.

At this time it is in order to report a prospect for membership in the San Francisco Junior Chamber of Commerce which he can fulfill all requirements. Lloyd Dinkelspiel is the father of the boy, born July 21, 1930.

With the above, we will have to report a Ladies' Auxiliary as Martin was presented with a bouncing ball on July 29th.

Nichols has just returned from a business?) to Honolulu, and re-embarking and night amusement the best ever.

Reported that since Port Sesion and Berg have relinquished their seats on the Board of Directors, they have a great interest and are seen wearing the robes of the Crusaders.

## GRAM OF EVENTS FOR HARBOR DAY

- [continued from page 1]
- 12:00 Noon—Merchant Marine Lifeboat (auspices of Propeller Club).
- 1:00 P. M.—Boat from Anita Rock, passing along the pier to off Transport Dock. Boats to be weighed in on the Havside Barge at 1:00 a. m. which will be anchored off sport Dock.
- 2:00 P. M.—Marine Parade on bay, passing from Pier 46 to St. Francis Yacht Club.
- 5:00 P. M.—Inspection of naval vessels.
- 6:30 P. M.—Life-Saving Demonstration by U. S. Coast Guard off sport Dock.
- 7:00 P. M.—Navy Cutter Race, Man-of-War, for Olympic Club cup. Three races finishing between Piers 5 and 9.

## Aeronautics Committee Really Does Fly

To the Editor:

This is in reply to your "crack" about the Aeronautics Committee in the July issue of "San Francisco Business." The humor is well intended, but your facts are "lousy." On the Aeronautics Committee are nine pilots; twenty-two men who fly regularly and eight men whose livelihood is earned in the business of aeronautics.

Very truly yours,  
HENRY EICKHOFF, JR.,  
Vice-Chairman,  
Aeronautics Committee.

- 7:00 to 9:15 P. M.—Public Inspection Navigation School—East Wing Ferry Building.
- 8:00 P. M.—Moving Picture Display—Travel and industrial, at Auditorium, Pacific Gas and Electric Company, Market Street. (Free to public.)
- 8:30 to 10:00 P. M.—Electric display by fleet; fireworks of Telegraph Hill; commercial bulkhead display and motorboat display, Pier 5; display of model ships, Ferry Building (auspices of San Francisco Playground Commission). Open house on passenger vessels.

## Committee Appointments

- Golf**—Lloyd Dinkelspiel, Gordon McDonald, Gerald Nauman, John Levison, Don Thompson, Sidney P. Kahn.
- Industrial**—Theo. Brower, J. C. Gerlinger.
- Sports**—Charles Fox, John Levison, L. T. Shaw, Bartley C. Crum, Miles York, Jack Thompson, Jr., R. H. Eisert, Sidney Kahn, Gerald Nauman.
- Membership**—W. A. Fautleroy, Ole Berg, Jr., M. M. Smith.
- Police**—J. S. Garnett, chairman, Charles Hughes, Arthur Mejia, Seymour Turner, Howard Brown, Ferard Leicester and Philip Wyche.
- Publicity and Program**—Fairfax Cone.
- Speakers' Bureau**—Arnold Grunigen, Jr., Howell Lovell, J. J. Pape.
- Publicity**—James K. Carr, Wm. Cathcart.
- Marine**—Stanley E. Allen, D. W. Doepfner, Raymond V. Winquist.
- Finance**—J. H. Threlkeld.
- Municipal Affairs**—Edgar Cerr.
- Aeronautics**—James Rolph, III.

## COMMITTEE MEETINGS

- August 18—Executive, Publicity for Harbor Day.
- August 19—Golf, Industrial.
- August 20—Board of Directors.
- August 21—HARBOR DAY.
- August 22—Fire Prevention, Police.
- August 25—Executive, Publicity.
- August 26—Sports.
- August 27—Board of Directors.
- August 28—Marine, Industrial, Aeronautics.
- August 29—Membership, Fire Prevention, Police.
- September 1—Holiday.
- September 2—Golf.
- September 3—Board of Directors.
- September 4—Marine, Industrial, Municipal Affairs.
- September 5—Fire Prevention, Police.
- September 8—Executive, Publicity.
- September 9—Holiday.
- September 10—Board of Directors.
- September 11—Marine, Aeronautics, Industrial.
- September 12—Police, Fire Prevention, Membership.

## Welcome to New Members

The Junior Chamber welcomes the following new members who joined between July 10 and August 13, 1930:

William H. Brown, Heller, Bruce & Company.  
Fairfax M. Cone, Lord & Thomas and Logan.  
N. O. Doepfner, Enterprise Foundry Co.  
Harrison Godwin, investment banker.  
Russell A. Mackey, attorney.  
James H. Miller, insurance broker.  
James A. O'Gara, attorney.  
Selbert L. Setton, 610 State Building.  
Webster F. Stet, attorney.  
Richard S. Wright, Remington Rand Company.  
Charles P. Wakelield, Wakelield's Service Stations.

## Very Latest Leads for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified. Domestic Trade Department.

**CORRECTION:**  
Piston Rings—American Hammered Piston Ring Co., previously reported as having moved from 677 Folsom to 215 Market, in error. Present address, 677 Folsom, with marine and industrial departments, at 215 Market.

- Apartments**—McHenry & Mounstephen, 1715 Bush.
- Arts**—Lewis Largent (applied), 1281 Fulton.
- Association**—Italian Legion, 511 Columbus to 1317 Stockton.
- Attorneys**—Adolphus E. Graupner, 235 Montgomery to 351 California; B. D. Marx Greene, Alexander Bldg. to 400 Sansome; Harding J. McGuire, Hearst Bldg. to E. M. Moor, 220 Montgomery; Arthur W. Peary, 26 O'Farrell; John Elmo Perry, 681 Market.
- Automobiles**—Phil Davis, 1540 Market; T. H. Gudgel, 1940 Van Ness Ave.; Clyde A. Walton, 880 Post.
- Bank**—Chase National Bank of the City of New York, 405 Montgomery.
- Beauty Parlor**—Dolores Beauty Shoppe, 821 Market.
- Beds**—E. Decker (auto), 4820 Geary.
- Billiards**—Fillmore Dome Bowling Alley, 1509 Eddy.
- Birds**—Eustace Aviary, 6612 to 2621 Mission.
- Brass**—Republic Brass Co., 145 Bluxome.
- Brokers**—Edwin H. Blum, 830 Market; L. L. Davis Co. (Pym) E. Jones, Stephen L. Perkins, 485 California; Bernard H. Lowy, 235 Montgomery; H. E. Springer, 593 Market.
- Candy**—Cinderella Candy Shop, 111 Balboa.
- Carpet Cleaning**—Bear Carpet Process Co., 3701 to 3621 Geary.
- Cigars**—Vincent J. O'Brien, 264 Eddy.
- Clothing**—M. Rosenfeld, 135 5th to 4 6th.
- Coal**—Noe Valley Coal Co., 1185 Church; Sunburn Coal Agency, Ltd., 235 Montgomery.
- Coffee**—Golden Eagle Coffee Co., 718 to 770 Harrison.
- Contractors**—Delucchi & Son (building), 3907 San Bruno.
- Delicatessen**—McCracken DeHeatessen, 883 Sutter.
- Dentist**—Dr. Alfred Doane, 5718 Geary to 392 22nd Ave.
- Dresses**—Marilyn's Dress Shop, 9955 Market.
- Engineers**—Webster Engineering Co., 117 Sutter to 1123 Harrison.
- Fixtures**—Luminator, Inc. (light), 391 Sutter to 935 Market.

- Food Products**—Colonial Food Co., 43 Bryant.
- Fur Goods**—Ted Bernau & Co., 1164 Battery to 58 2d; Coliseum Fur Co., 713 to 717 Clement; Paris Fur Co., 1814 to 1321 Fillmore.
- Garage**—Noe Valley Garage (John McCallister), 3918 21th to 3865 21th.
- Glove Repairing**—Central Glove Hospital, 760 Market to 12 Valencia.
- Golf Course**—Beach Golf Course, La Playa and Cabrillo.
- Gowns**—Marle Secours, 1706 Broadway.
- Grocers**—Fifteenth Ave. Groceteria, 3059 Geary; John Goldasio, 108 Bussia; Tip-Top Grocery, 143 Sanchez.
- Hosiery**—Arrowhead Hosiery Mills, 51 1st; Elmer R. Gowles Co., Inc., 51 1st to 77 O'Farrell.
- Hotel**—Eleven-Twenty-Eight McAllister Hotel, 1128 McAllister.
- Insurance**—J. F. Mager, 155 Montgomery.

- Investment Managers**—Dodge & Stephenson (John T. Stephenson, Van Duxen A. Dodge), 220 Montgomery.
- Investments**—Ray & Co., 235 Montgomery; Frank P. Tommasini & Co., 235 Montgomery.
- Iron**—Braun Steeple Co. (R. C. Steeple, J. G. Braun), 1088 Howard to 636 Potrero.
- Jewelry**—Hamilton Jewelry Co., 759 to 976 Market.
- Kindergarten**—Aunt Dolly's Kindergarten, Market and Romain.
- Laces and Linens**—Sahatis, 337 Geary.
- Lamp Shades**—C. D. Lohell, 420 Sutter to 443 Stockton.
- Laundry**—Quong Sing Lee, 191 Natoma.
- Magazine**—Western Gas, 117 Sutter.
- Market**—Daily City Cut Bate Fruit Market, 6307 Mission; Rio Grande Market, 1740 Fillmore.
- Millinery**—Lady Gay Hat Co., 49 10th; Madame Louise, 233 Post.
- Music**—Daniel Miller Music Co., 1514 Polk.
- Painting**—A B C Painting & Spray Co. (L. C. Richards), 212 Tara to 256 Broad; Bos Bros., 1417 Funston; John Celso, 3007 San Bruno.
- Petroleum Products**—Todd L. Franklin, 2001 3d.
- Physicians**—Dr. Robert T. Boyd, 870 Market to 150 Sutter; Dr. W. H. Young, 10 20th.
- Radio**—Radio West Coast Co., Ltd., 160 10th.
- Real Estate**—C-Mc-Realty Co., 1411 Sutter.
- Restaurants**—Fruit Dealer Restaurant, 311 Washington; M. C. Lekan, 62 Taylor; Noonan Coffee & Lunch Place, 42 7th; A. Papatihakis, 105 3d; Poulsen's Lunch Room, Pier 40; The Ticker, 250 Montgomery.
- Rubber Products**—Hood Rubber Products Co., Inc., 450 9th to 564 6th.
- Saws**—Skillsaw Portable Electric Hand-saw Co., Agency, 1222 to 1248 Mission.
- School**—California Nautical School, 215 Market.
- Service Station**—Lincon's Auto Laundry & Service Station, 129 Grove.
- Show Cards**—Lee Simpson, 1516 Larkin.
- Signs**—Despain, 736 Harrison to 1026 Folsom.
- Silks**—Moore & Kane, 49 4th.

## Plan Submitted to Solve City's Railway Muddle

An initiative petition directed to the Board of Supervisors to amend the charter of the city and county of San Francisco by popular vote in the November election, to solve San Francisco's street car muddle, went into circulation last Saturday. The campaign for the amendment will be under the aegis of a city-wide Citizens' Committee under the chairmanship of Marshal Hale, president of the Down Town Association, and has been given the endorsement of the Chamber of Commerce and the San Francisco Real Estate Association.

[continued on page 1]

# TRADE TIPS

## Domestic Trade Tips

Inquiries concerning Domestic Trade Tips should be made to the Domestic Trade Department.

**D-3543—Exclusive Agency.**  
San Francisco, Calif. Party interested in securing exclusive agency for eastern trade for San Francisco and northern California.

**D-3544—Representation.**  
Long Island, New York. Gentleman interested in securing San Francisco firm in building material or specialty line to represent in East.

**D-3545—Representation.**  
Philadelphia, Pa. Party interested in securing manufacturers in San Francisco to represent in Philadelphia and vicinity.

**D-3546—Representation.**  
Detroit, Mich. Firm interested in securing two or three high-class representatives in San Francisco to represent them.

**D-3547—Representation in Oregon.**  
Portland, Oregon. Gentleman wishes to contact manufacturer or jobber who wishes to be represented in the state of Oregon. Preferably in toys, gift and novelty line.

## Plan Submitted to Solve City's Railway Muddle

[continued from page 3]  
Estate Board with other organizations preparing to give it their support.

The amendment provides for the surrender of existing franchises in return for which the private companies would be given operating privileges for twenty-five years and the city would be accorded the right to purchase the lines at any time upon three months' notice within that period. Should the city decide to purchase the properties of the companies involved, the amendment provides that there shall be no allowance in the purchase price for "going concern" or other intangible values and that the price shall be fixed by negotiations between the city and the companies, by an impartial commission or by condemnation proceedings, the price to be a fair value of the physical properties. In the event of extensions, the right to operate such extensions would also be limited to the twenty-five-year period applicable to the main lines.

In effect, the purpose of the amendment is the same as was that of Amendment 21, submitted to the voters two years ago, but with the objections eliminated. Under Amendment 24, no time limit was set and no prohibition was laid upon the inclusion of intangible values in the purchase price should the city decide to buy. In addition to meeting these objections, the new amendment also eliminates by specific provision the Powell and Post street lines of the Market Street Railways which the city might not want should they decide to purchase the operating properties of the companies concerned. Nor would the amendment include other lines in which the franchises provide that the trackage would revert to the city upon their expiration.

The new amendment proposes that the street car companies shall have the right to surrender their franchises as they existed on February 15, 1929, but in the operation of the roads the companies would remain under the same obligations and conditions of operation to the city imposed by the surrendered franchises. With such an operative permit in effect, it was stated, opportunity would be afforded to the private companies to make capital expenditures for necessary improvements and extensions without impairing the right of the city to buy the roads at any time. As it is now with no guarantees whatsoever as to continuity of operation, the operating companies are unable to obtain the necessary new capital or necessary maintenance and improvement.

"The purpose of this amendment," said President Hale of the Down Town Association, who will head the Citizens' Committee which will be in charge of the campaign for its adoption, "is to straighten out the involved situation in San Francisco's street railway problem. At the present time it is chaotic and can only result adversely to the progress and development of our city if it is permitted to continue. We believe we have met the only valid objections to Amendment 24 in this proposal and feel that it is entitled to the support in petition and on the ballot of everyone interested in the development and prosperity of San Francisco."

The Down Town Association which fathered Amendment 24 two years ago will probably announce its support of the new measure this week as its representatives participated with the delegates from the Chamber and the Real Estate Board in drawing up the petition and amendment. The petition which is in circulation will require the signature of 30,000 registered voters to put it on the November ballot.

## Transcontinental Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

**11423—Iron or steel wire and wire strand in mixed carloads with pole line construction material, copper cable and copper wire, westbound:** Request that Item 5426-series, Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I.C.C. No. 1239, H. G. Toll, agent, be amended to also give reference to Item 5625-series. This for purpose of providing for mixed carload shipments of iron or steel wire and wire strand, Item 5625, pole line construction material, Item 2170, and copper cable and wire, Item 5390.

**11424—Wooden journal box dust guards (for railway cars), CL, eastbound:** Request for carload rate of \$1.10 per 100 lbs. on wooden journal box dust guards (for railway cars), min. wt. 30,000 lbs., from California to Group "D," Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent.

**Supplement 1 to 11424—Wooden journal box dust guards, CL, eastbound:** Request for amendment of Items 40-F and 160-E, Tariff 18-K, I.C.C. No. 1222, H. G. Toll, agent, and Items 40-C and 160-C, Tariff 28-J, I.C.C. No. 1235, H. G. Toll, agent (covering description of lumber and other forest products subject to commodity Group "D" rates), to also include journal box dust guards.

**11425—Forms, clothing display or dress fitting, consisting of busts or arms, without standards, or with standards attached, not telescoped, and with or without skirt forms, LCL, westbound:** Request for less than carload rate of 85.5¢ per 100 lbs. (8st class) on these forms from Group "A" to the North Pacific Coast, Tariff 4-E, I.C.C. No. 1239, H. G. Toll, agent.

**11426—Crushed oyster shells, CL, eastbound:** Request for carload rate of 9¢ per 100 lbs. on crushed oyster shells, min. wt. 50,000 lbs., from California to Group "H" under Tariff 3-R, I.C.C. No. 1238, H. G. Toll, agent; rates to be also established to groups east of "H" on a basis comparable with those in effect from southern producing points.

**11427—Boring bars, in crates, LCL, east-**

**bound:** Request for elimination of "K.D." from description in Item 1187 of Supplement 39 to Tariff 2-Y, I.C.C. No. 1233, H. G. Toll, agent.

**11428—Brake lining fabric, with or without rivets for attaching same, LCL and CL, eastbound, also mixed carloads with machinery:** Request for amendment of the entry in Item 2270-B of Tariff 3-R, I.C.C. No. 1238, H. G. Toll, agent, covering brake lining fabric to read: "Brake lining fabric, with or without rivets for attaching same," also that Item 2560-A of the tariff be amended to include brake lining fabric, with or without rivets for attaching same, mixed carloads.

**11429—Peanuts, CL, westbound:** Request for carload rate of \$1.00 per 100 lbs. on peanuts, min. wt. 50,000 lbs., from Atlantic Coast producing points, including Virginia points to the Pacific Coast, Item 4135, Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I.C.C. No. 1239, H. G. Toll, agent.

**11430—Balls, bars or shapes, crushing or grinding, ball or bar mill, loose or in packages, CL, westbound:** Request for carload rate of 63½¢ per 100 lbs. on balls, bars, or shapes, crushing or grinding, ball or bar mill, min. wt. 80,000 lbs., from Group "J" to California under Item 3390 of Tariff 1-H, I.C.C. No. 1237, H. G. Toll, agent.

**11431—Knit goods, in fibreboard containers, LCL and CL, westbound:** Request for amendment of Items 2139 and 2145-series (clothing), Tariffs 1-H, I.C.C. No. 126, A-283, 2273 and 1237 of Frank Van Ummeren, W. S. Curlett, B. T. Jones and H. G. Toll, agents, respectively, and 4-E, I.C.C. No. 1239, H. G. Toll, agent, to provide that rates will apply on knit goods shipped in fibreboard containers, securely bound with metal straps, maximum outside dimensions 90 inches, maximum weight 110 lbs. (These dimensions exceed specifications as provided for in Rule 41, West'n Class'n.)

**11432—Hand bottle coppers, CL, westbound:** Request for through carload rate on hand bottle coppers from Group "C" to the Pacific Coast under Item 1778, Supplement 9 to Tariff 1-H, I.C.C. No. 1237, H. G. Toll, agent, Supplement 4 to Tariff 4-E, I.C.C. No. 1239, H. G. Toll, agent, which will compare favorably with rates applicable via Baltimore, Md., and Panama Canal.

**11433—Dextrin maltose, CL, westbound:** Proposal to increase the rates in Item 4002, Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I.C.C. No. 1239, H. G. Toll, agent, on dextrin maltose (classified by the Classification Committee as "Prepared Food, N.O.L.B.N."), based on 3rd class rate of 60½¢ per 100 lbs. from Evansville, Ind., to New Orleans, La., and intercoastal contract rate of 75¢ per 100 lbs. The proposed rate from Group "C" to be \$1.50 per 100 lbs.

**11434—Cotton waste, in compressed bales, in mixed carloads with dry goods, westbound:** Request that Item 2375-B of Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I.C.C. No. 1239, H. G. Toll, agent, be amended to apply on cotton waste, in compressed bales, in mixed carloads with articles described therein.

**11435—Redwood bark fibre, machine-compressed, in bales, CL, eastbound:** Request for amendment of Item 1857-A of Tariff 3-R, I.C.C. No. 1238, H. G. Toll, agent, to provide for carload rate of 57¢ per 100 lbs., min. wt. 60,000 lbs., from California to Group "C."

**11436—Soya bean cake and soya bean meal, imported, CL, eastbound to Nashville, Tenn.:** Proposal to amend Tariff 30-S, I.C.C. No. 1231, H. G. Toll, agent, to provide for carload rate of 63½¢ per 100 lbs. on soya bean cake or soya bean meal from Pacific Coast ports to Nashville, Tenn., via usual available routes through East St. Louis, Cairo, Mounds and Metropolis, Ill., Evansville, Ind., or Louisville, Ky.

Minimum weights in connection with this proposed rate to be as follows: E. St. Louis, Cairo, Mounds and Metropolis, Ill., Evansville, Ind., or Louisville, Ky., 80,000 lbs.—beyond 40,000 lb. shipments loose or in bags.

Fourth Section shall be cared for the use of Rule 77, except for use of the Tenn. Cent. RR by the act of F.S.O. 8680.

**11437—Woodpulp, CL, eastbound—** Everett, Wash.: Proposal to establish carload rate of 58½¢ per 100 lb. woodpulp, min. wt. 70,000 lbs.

Everett, Wash., to points in Minne North and South Dakota, Tariff 1, I.C.C. No. 1233, H. G. Toll, agent.

**11438—Paint and machinery, mixed loads, eastbound:** Request for amendment of Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent, to provide for mixed loads of paint, Item 2826-A, and machinery, Item 2560-A, on same basis as applicable westbound in Item 54 Tariff 1-H, I.C.C. No. 1237, H. G. Toll, agent. (This item permits mixed loads of paint, Item 4262-A, and machinery, Item 3960-B, at the highest carload charge found after certifying the lower or lowest charge per car at the aggregate weight of mixed carload which would apply for each of the tariff items among which any article in the mixed car is shown.)

**11439—Petroleum lubricating oils, greases, CL, westbound:** Request for carload rate of not to exceed 85¢ per 100 lbs. on petroleum lubricating oils, greases from Group "D" to the Pacific Coast, Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I.C.C. No. 1239, H. G. Toll, agent.

**Supplement 1 to 11164—Vegetables, including cabbage and potatoes, CL, westbound:** Proposal to extend the rate, authorized for publication in Group "E" in Item 2730 (Section Tariff 1-H, I.C.C. No. 1237, H. G. Toll, agent, and Item 2760 of Tariff 4-E, I.C.C. No. 1239, H. G. Toll, agent, by Rate Advice 7778 (Docket 11164), to also apply from Group "D"; the provision in rate advice that cabbage, in bulk, be shipped in mixed carloads of potatoes, in sacks, to be also extended to apply from Group "D."

**Supplement 1 to 11331—Clay or pitch, gets and target traps in mixed carloads with small arms ammunition, westbound:** Request of shipper, other applicant in original docket, for inclusion of clay or pitch targets and traps, in mixed carloads, in Item of Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I.C.C. No. 1239, H. G. Toll, agent.

**Supplement 1 to 11334—Hops, macerated, compressed, N.O.S., in bales or bundles, CL, eastbound:** Proposal to amend Item 2260 of Tariffs 2-Y, I.C.C. No. 1238, H. G. Toll, agent, to provide for carload rate of 82.00¢ per 100 lbs., wt. 25,000 lbs., from the Pacific Coast to eastern destinations.

**11339 (Amended)—Wooden automobile seats, flat, in the white, or preservative treated, CL, eastbound, in mixed carloads with other automobile body parts:** Request for inclusion of wooden automobile frames, flat, in the white, or preservative treated, in following Item Lumber Tariffs 17-K, I.C.C. No. 1224, H. G. Toll, agent, 18-K, I.C.C. No. 1226, H. G. Toll, agent, and 28-J, I.C.C. No. 1239, H. G. Toll, agent:

	Items covered by
Wooden automobile body parts	based 1100
Parts at	Group "D"
	rates.
Tariff Lumber 1st	
17-K	180, 365
18-K	10-37, 160-E
28-J	40-C, 160-C

## Bay Cities Committee Formed to Stimulate S. F. Bay Shipbuilding

### Hearings Will Analyze China Trade

Committee of the United States Senate, under the chairmanship of Senator Key Pittman of Nevada, will open a series of public hearings in San Francisco today in connection with the San Francisco Chamber of Commerce in an investigation of the Chinese trade and trade relations as members of the Senate will be Senators Hiram W. Clark, Claude A. Swanson of Virginia, J. Vanderberg of Michigan, and Shipstead of Minnesota.

W. L. Montgomery, assistant manager of the Chamber's Department of International Trade and Commercial Relations formerly research economist of the Federal Reserve Bank of San Francisco, who has been in correspondence with Senator Pittman, announced following San Francisco business hearings to be held, among others, by the committee:

W. L. Montgomery, Balfour Guthrie & Co., vice president, Anglo & London National Bank.

C. Denroche, president, S. L. Co.

Dollar, vice president, Bank of California.

Robert Dollar, vice president, Robert Dollar Co.

W. L. Kinnock, vice president, American Bank Note Co.

W. L. May, president, Getz Bros.

W. L. M. Newhall, H. M. Newhall & Co.

W. L. Wilson, president, E. W. Willits Co.

Robert Dollar, Robert Dollar Co. hearings will be held in the assembly room of the Chamber of Commerce.

Senator Pittman slated in a telegram to Montgomery: "The purpose of the hearings is to determine causes for the alarm in our expert trade with China to examine carefully the factors entering into the depression and to determine, if possible, some remedial measures. We intend to get at the facts, to get the exporters themselves and to get their views as to the causes of the depression and possible solutions of the problem. The committee will also examine in inquiry into the theories and views of economists and bankers on currency exchange and will gather the facts available from Government export and employees in foreign trade."

W. L. Montgomery will submit to the committee at its hearings studies he has made on the silver question and on Chinese currency and currency reform. "The fall of silver which has fallen to unheard of levels, is an important factor in the Chinese trade recessions," he said. "The chaotic chaos in China is the result"

[continued on page 4]

### FAREWELL BANQUET TO GENERAL HINES

ATTENTION of all members of the Chamber of Commerce is called to a dinner to be given on Thursday evening, September 4, to Major General John L. Hines, Commanding General of the Ninth Corps Area. As this event will be in the form of a testimonial to General Hines, in appreciation of his distinguished service to the business and commercial life of San Francisco during the last four years, it is appropriate that it be as representative of San Francisco's leadership as possible. General Hines leaves San Francisco on September 10 to assume greater responsibilities in command of the Department of the Philippines. As his guest at the dinner will be his successor to the Ninth Corps Area, Major General Malin Craig, who arrived last Sunday from Panama.

The dinner, which will be under the auspices of San Francisco Chapter, Reserve Officers' Association of the United States, will be held in the banquet rooms of the Elks Club. Cards may be purchased through Major W. W. Breit, 601 Clunie Building. The charge is two dollars. Formal dress or uniforms will be in order.

### DAHLIA SHOW WILL ATTRACT VISITORS

By C. L. LOGAN

Many flowers come and go during the season, especially in San Francisco, but it was the DAHLIA which is grown to perfection in the sandy soil and cooling sea breezes that was chosen as San Francisco's official flower a few years ago.

This versatile flower is grown in almost every conceivable shade and shape, except blue and black. For the convention or church, the large or decorative type adds a wealth of color and charm to the event; while the miniature decorative, the button or pompon type and the cosmos or single type are ideal for house decoration or for the dinner party.

This wonderful flower can now be found in almost every up-to-the-minute garden of the San Francisco Metropolitan Area. It is like a child in its craving for attention and will respond abundantly to the efforts of the flower lover.

In dahlias there are many pedigreed strains, tubers of which are naturally priced a little higher, but the results more than compensate for the extra cost. Among these fine varieties may be mentioned:

F. W. Butler, Mrs. Alfred B. Seal, Santa Barbara, Lady Frances, Mrs. H. T. Hen-

### San Francisco C. of C. President Appoints Special Group to Bring Work to Local Yards

ADDITIONAL new impetus to the Chamber of Commerce campaign, recently inaugurated to stimulate ship construction in the San Francisco Bay Area, President Leland W. Cutler announced yesterday the appointment of a special committee representing various bay communities to direct future activities. Warren McBryde, representing the San Francisco Chamber, is chairman of the new committee. Other members and their affiliations are T. P. Andrews, Down Town Association; Joseph E. Caine, Oakland Chamber of Commerce; H. J. Beidleman, Alameda Chamber of Commerce; Andrew J. Gallagher, Board of Supervisors, San Francisco; L. O. Head, chairman of the Industrial Committee of the San Francisco Chamber, is an ex officio member.

Mr. Cutler's appointment of the new committee was in response to a resolution adopted at a meeting held in the Chamber a week ago. At that time emphasis was laid upon the importance of cooperating with the Panama Mail Steamship Co. and the shipbuilding companies of the bay district to obtain award of the construction of four liners to be built under Government loan for W. R. Grace & Co. by San Francisco and eastbay yards.

Captain F. H. Ainsworth and T. P. Andrews reported that Vice President E. T. Ford of W. R. Grace & Company had promised his support to obtain construction of the four ships in San Francisco yards, provided the bids of bay district shipbuilders were as low or lower than eastern firms. "Construction of these ships here in their home port," said Captain Ainsworth, "would mean \$10,000 a day in additional payrolls for two years."

It was reported that Los Angeles is asking the Shipping Board for several hundred thousand dollars to equip Southern California shipyards with facilities to construct the boats and that the Los Angeles Chamber of Commerce is putting on a drive to obtain some of the construction. A. S. Gunn, general manager of the Bethlehem Shipbuilding Corporation, stated that the Bethlehem eastern office had given assurances that the money for equipment of their bay yards to construct the Grace boats would be forthcoming without cost to the Government or to W. R. Grace & Company if the local Bethlehem yards are successful in the bidding, and that no effort would be made to hold the jobs for their eastern yards.

"The time has come for all of us to get together regardless of where the construction yard is located in the bay district or what company is the lowest bidder," said Mr. Head.

"In the event that the Bethlehem Shipbuilding Corporation obtains the contracts," Gunn said in behalf of Joseph J. Tynan, vice president of the corporation, "two of the ships will be built in the Alameda yards in order to meet delivery demands. We must solidify public opinion to get the work here," he stated.

ing, F. J. March, Dorothy Stone, Regal and Santuzza.

These and a great many other dahlias of fine formation and color will be exhibited at the Palace Hotel Dahlia Show on the 28th, 29th and 30th of August, and every flower lover is urged to attend this wonderful exhibition of blooms, which will be staged by the foremost growers of the bay counties, among whom are F. D. Pelicano & Sons, Jessie L. Seal, J. W. Davies, Logan Dahlia Garden, Bessie Boston Dahlia Farm, Star Dahlia Garden, Carl Salbach and many other well-known growers.

Although primarily a dahlia show,

there will also be fine exhibitions of gladioli, delphiniums, cacti and succulents. A large section has been reserved for home gardeners, who will be given every assistance in arranging their displays of dahlias, and whose blooms are awarded the finest prizes offered in the show.

This show is a regular yearly event at the Palace Hotel, and has grown increasingly bigger and better, so that it behooves everyone interested in flower growing to attend this event to become acquainted with the many new varieties grown and shown in competition for the first time at this year's show.

Free Public Library  
State Center  
San Francisco

AUGUST 27, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

## Transcontinental

# Freight Bureau Docket

The following subjects which have been docketed to be referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

**11440—Vegetables, CL, eastbound—from Sacramento Northern Ry. stations in connection with the Key System Transit Company via Oakland, Calif.: Request for representation of the Key System Transit Company as a participating carrier in Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent, participation of this line to be limited to rates on vegetables, Items 3500-A and 3510-A, from points on the Sacramento Northern Ry. stations Westfield and Rockridge, Calif., and points between, when routed via Sacramento Northern Ry., Oakland, Calif., Key System Transit Co., Oakland, Calif., Southern Pacific Co., Oakland, Calif., thence Western Pacific R. R. via Salt Lake City, Utah.**

**11441—Ground wood (cedar), not further processed than mechanically ground and dried, in machine pressed bales, CL, eastbound: Request for amendment of Item 180, Tariff 17-K, I.C.C. No. 1240, H. G. Toll, agent, Items 40-F and 160-E of Tariff 18-K, I.C.C. No. 1222, H. G. Toll, agent, and Items 40-C and 160-C of Tariff 28-J, I.C.C. No. 1235, H. G. Toll, agent (covering description of lumber and other forest products subject to commodity Group "D" rates) to also include ground wood (cedar), not further processed than mechanically ground and dried, in machine pressed bales.**

**11442—Muratic and sulphuric acid, CL, westbound: Proposal to establish carload rate of \$1.96 per 100 lbs., min. wt. 26,000 lbs., in Tariff 4-E, I.C.C. No. 1239, H. G. Toll, agent, from East Chicago, Ind., Group "D" to new Westminster, Vancouver and Victoria, B. C., one— Acid, muriatic (hydrochloric) and acid, sulphuric, or oil of vitriol in carboys.**

**11443—Flagging stone, CL, westbound—Crab Orchard, Tenn., to California via Memphis, Tenn.: Proposal to establish through carload rate of 77½ cents per 100 lbs. on flagging stone from Crab Orchard, Tenn., Group "M," to California via routes through Memphis, Tenn., Tariff 1-H, I.C.C. No. 1237, H. G. Toll, agent.**

**11444—Zinc, CL, eastbound—from Idaho points to eastern destinations via rail-lake-rail: Request for the following differential carload rates (in dollars and cents per 2000 lbs.), min. wt. 10,000 lbs. on zinc from Bunn, Burke, Gem, Larson, Morning, Mullan, Sunset and Wal-**

lace, Idaho, to apply via rail-lake-rail routes—

To	Rate
Albany, N. Y.	\$12.50
Allentown, Pa.	10.90
Allentown, Pa.	12.10
Ansonia, Conn.	13.20
Aquascicola, Pa.	12.10
Baltimore, Md.	11.90
(i) Bath, Me.	13.20
Bayway, N. J.	12.50
Bessemer, Pa.	10.90
Black Rock, N. Y.	10.90
Boston, Mass.	13.20
Bridgeport, Conn.	13.20
Buffalo (Dock), N. Y.	10.90
Buffalo (Rail), N. Y.	10.90
Butler, Pa.	10.90
Carnegie, Pa.	10.90
Carteret, N. J.	12.50
Chester, Pa.	12.10
Chrome, N. Y.	12.50
Detroit, Mich.	10.90
Dunkirk, N. Y.	10.90
East Pittsburgh, Pa.	10.90
Elizabeth, N. J.	12.50
Erie, Pa.	10.90
Everett, Mass.	13.20
Huff, Pa.	11.30
Jersey City, N. J.	12.50
Kunkeltown, Pa.	12.10
Laurel Hill, N. Y.	12.50
Little Gap, Pa.	12.10
Lynn, Mass.	13.20
McKeessport, Pa.	10.90
(h) Montreal, Que.	15.90
Munhall, Pa.	10.90
Newark, N. J.	12.50
New Bedford, Mass.	13.20
New Britain, Conn.	13.20
New Haven, Conn.	13.20
New York, N. Y.	12.50
Niagara Falls, N. Y.	10.90
Palmerston, Pa.	12.10
Palmerston, Pa., Delaware Ave.	12.10
Palmerston (East), Pa.	12.10
Perth Amboy, N. J.	12.50
Philadelphia, Pa.	12.10
Phillipsdale, B. I.	13.20
Pittsburgh, Pa.	10.90
Portland, Me.	13.20
Providence, R. I.	13.20
(j) Quebec, Que.	17.40
Rankin, Pa.	10.90
Reading, Pa.	12.10
Rochester, N. Y.	11.90
(f) Rockland, Me.	13.20
(m) Rome, N. Y.	12.10
St. Johnsbury, Vt.	13.20
Schenectady, N. Y.	12.50
Seymour, Conn.	13.20
Shackamaxon, Pa.	12.10
Soho, N. J.	12.50
So. Duquesne, Pa.	10.90
(n) Syracuse, N. Y.	11.90
Torrington, Conn.	13.20
Trenton, N. J.	12.50
Troy, N. Y.	12.50
(m) Utica, N. Y.	12.10
Verona, Pa.	10.90
Walkton, Pa.	12.10
Washington, D. C.	11.90
Waterbury, Conn.	13.20
Waterbury, Conn., Dublin St.	13.20
Watertown, N. Y.	12.50
Waterville, Conn.	13.20
Wilmerding, Pa.	11.30

These rates are \$1.00 per ton of 2000 lbs. lower than apply via all-rail lines from the Wallace, Idaho, Group to same destinations in Northern Pacific Tariff 29-AH, I.C.C., 8516.

The following explanation of character marks show in which group in Northern Pacific tariff the respective points involved are located:

(f) Albany, N. Y.; (h) Baltimore, Md.; (k) Boston, Mass.; (l) Buffalo-Pittsburgh; (m) Connellsville, Pa.; (n) Detroit, Mich.; (o) Kingston, N. Y.; (p) New York, N. Y.; (q) Philadelphia, Pa.; (r) Quebec, Que.; (s) Rochester, N. Y.; (t) Bath, Me.; (u) Syracuse, N. Y.; (v) Utica, N. Y.

**11445—Set-up paper boxes, LCL, westbound: Proposal to cancel Item 4367 of Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 1-E, I.C.C. No. 1239, H. G. Toll, agent.**

**11446—Boilers, heating or power, wrought iron, or wrought iron and cast iron combined; boiler parts, CL, eastbound: Request for carload rate of \$1.13 per 100 lbs., min. wt. 40,000 lbs., from California to Group "F" and west on boilers, heating or power, wrought iron, or wrought iron and cast iron combined, and boiler parts under Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent.**

**11447—Foil, aluminum, lead or tin, or lead and tin combined, with or without paper back, and aluminum powder, mixed carloads, westbound: Request for carload rate of \$1.00 per 100 lbs., min. wt. 70,000 lbs., on foil, aluminum, lead or tin, or lead and tin combined, with or without paper back, and aluminum powder, mixed carloads, from Louisville, Ky., Group "M," to the Pacific Coast under Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I.C.C. No. 1239, H. G. Toll, agent.**

**11448—Cotton workmen's gloves, CL, westbound—transit: Request for amendment of Item 2139-series of Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 4-E, I.C.C. No. 1239, H. G. Toll, agent, to provide for privilege of stopping-in-transit to complete loading of CL shipments of cotton workmen's gloves.**

**11449—Sugar, CL, eastbound—California to Texas-New Mexico Ry. stations: Request for amendment of the Texas State Application on page 576, Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent, in connection with rates on sugar, Item 5200 to provide for Group 7 rates to stations on the Texas-New Mexico Ry.**

**11450—Crude tale, in bulk, CL, eastbound: Request for carload rate of 50c per 100 lbs. on crude tale, in bulk, min. wt. 80,000 lbs., from Acme, Calif., to Group "D" under Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent.**

**Ground crude tale, in bags, CL, eastbound: Request for proportional rate of 50c per 100 lbs. on ground crude tale, in bags, carloads, min. wt. 80,000 lbs., from Los Angeles, Calif., to Group "D," Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent; rate to apply on shipments of crude tale originating at Acme, Calif., and ground at Los Angeles.**

**11451—Dried milk products (animal or poultry feed), viz.: dried buttermilk, dried skim milk, milk albumen and milk sugar feed (the latter sometimes termed dried whey), CL, eastbound: Request for amendment of Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent, to provide for the following carload rates (in cents per 100 lbs.) on these dried milk products (animal or poultry feed) from California to—**

Groups:	A	D	E	F	G	H	J	Min. Wt.
	80							60,000 lbs.
		80						50,000 lbs.

**11452—Petroleum compound lubricant, in tins, boxed, or bulk in steel drums, CL, eastbound: Request for reduced rate on petroleum compound lubricant, in tins, boxed, or in bulk in steel drums, min. wt. 80,000 lbs. from California to Group**

"C," Tariff 3-B, I.C.C. No. 1238 Toll, agent, account rates via Canal and Atlantic ports.

**11453—Vegetables, viz.: green potatoes and fresh tomatoes, CL bound—from Gulf, Mobile & N. O. R.R. and New Orleans Great N. O. R.R. points: Proposal to amend section of circle 41 reference mark in connection with Groups "C" and "M" 2720 of Tariffs 1-H, I.C.C. No. 1237, H. G. Toll, agent, and 1-E, I.C.C. No. 1239, H. G. Toll, agent, to include paragraph (c) reading as follows:**

Bate of 187½ cents per 100 lbs. applies from points on G. M. & N. O. R.R. as follows: Gulf, Mobile & Northern R.R.: Paducah, Ky.

Points Dyersburg, Tenn., Ala., inclusive, Items 5 to 6, inclusive, and Items 900 to 975, sive (see note),

Points Meridian, Miss., to Jackson, Miss., inclusive, Items 800 to 875, inclusive, and Items 1000 to 1175, inclusive (see note), on ship handled via:

Paducah, Ky. Jackson, Miss., in connection with New Orleans Great Northern via New Orleans, La.

Newton, Miss., in connection with Yazoo & Mississippi Valley R.R. Vicksburg, Miss.

Beaumont, Miss., Bonhomie & Burg Southern R.R., in connection with Mississippi Central R.R. Natchez, Miss.

New Albany, Miss., in connection with St. Louis-San Francisco R.R. Memphis, Tenn.

Jackson, Tenn., in connection with Mobile and Ohio R.R. via E. Louis, Ill.

Jackson, Miss., New Orleans Northern R.R. in connection with Mississippi Central R.R. via New Orleans, Miss.

**New Orleans Great Northern R.R. Points Columbia, Miss., to Memphis, and points, Items 5 incl. 280 to 325, incl., and 400 note) intermediate thereto, on items handled via:**

New Orleans, La.,

Vanilla, Miss., and Mississippi Central R.R., via Natchez, Miss.

**NOTE—Item numbers referred to as shown in Official List of Operating Stations No. 44, I.C.C. No. F. A. Leland, agent, Supplement thereto or successive issues the**

**11454—Double coil oil well casing, iron or steel, 8- and 10-gauge, CL, bound: Request for inclusion of coil oil well casing, sheet iron or 8- and 10-gauge, in Item 1257 of 3-B, I.C.C. No. 1238, H. G. Toll, agent.**

**11455—Iron or steel benches in mixed loads with other furniture, westbound: Request for inclusion of iron or benches in Section 5, Item 2875 of Tariff 1-H, I.C.C. No. 1237, H. G. Toll, agent.**

**11456—Metal roller window screens eastbound: Request for the following carload rates (in cents per 100 on metal roller window screens Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent, from California to Groups**

A	B	C	D	E	F	G	H	J	K
375	345	321	300	281½	271	261	251	241	231

**11457—Coin operated weighing scales, LCL and CL, eastbound: Request for less carload rate of \$3.20 per 100 lbs. carload rate of \$2.25 per 100 lbs., wt. 30,000 lbs., on coin operated weighing scales from California to "D" under Tariff 3-B, I.C.C. No. 1238, H. G. Toll, agent.**

**11458—Automobile frames, CL, bound: Proposal to establish carload rate of \$1.29 per 100 lbs. on automobile frames from Group "B" to the East Coast, Tariffs 1-H, I.C.C. No. 1237, Toll, agent, and 4-E, I.C.C. No. 1239,**

# Foreign and Domestic TRADE TIPS

## Foreign Trade Tips

Inquiries concerning Foreign Trade Tips should be made to the International Trade and Commercial Relations Department of the San Francisco Chamber of Commerce, Davenport 5000, list numbers being given.

**20386—Vegetable Oils.**  
Havana, Cuba. Party is anxious to contact firms interested in exporting coconut oil and other vegetable oils to Cuba to be sold on commission basis.

**20387—Sponges.**  
Nassau, Bahamas. Exporter of sponges wishes to form local connections.

**20388—Representation.**  
Barcelona, Spain. Party is desirous of representing local firms in Barcelona.

**20389—French Purchasing Agency.**  
Paris, France. Long established French purchasing agent, now representing several American firms in that capacity, is in a position to accept additional agencies of importers of French lines. He is particularly familiar with chamois-skins, neckwear, pajamas, handkerchiefs, hosiery, chemicals, etc.

**20390—Cheese.**  
San Francisco, Calif. Rotterdam, Holland, firm, exporters of Holland cheese, wish local importers to communicate with them.

**20391—Bedspreads.**  
Milan, Italy. Manufacturer of bedspreads wishes to appoint a local agent. Samples on file.

**20392—Raw Wool, Bricks.**  
San Francisco, Calif. Party wishes to communicate with firms interested in importing raw wool and bricks from Italy.

**20393—Italian Wool Fabrics.**  
San Francisco, Calif. Party is inquiring for the names of importers and wholesalers of Italian wool fabrics.

**20394—Dried Fruits.**  
Frankfurt, Germany. Agents for eatables is anxious to obtain the representation of packers of dried fruits.

**20395—Representation.**  
Vienna, Austria. Import and export agent seeks representation of local firm for Austria.

**20396—Dried and Canned Fruit.**  
Port-Said, Egypt. Commission agent wishes to secure the agency of a local exporter of dried and canned fruits. References.

**20397—Cashew Nuts.**  
Madras, India. Exporter of cashew nuts is desirous of making connections here.

**20398—Hair Nets, Laces, Handkerchiefs and Embroideries.**  
Chefoo, N. China. Manufacturer of above commodities is seeking a local market.

**20399—Yolk, Albumen, Human Hair and Apricot Kernels.**  
Tientsin, China. Import-export concern is anxious to form connections in San Francisco for above commodities.

**20400—Pyrethrum, Sulphur, Camphor, Menthol, Soap Compounds.**  
San Francisco, Calif. Japanese manufacturer's agent desires to contact local firms using pyrethrum, sulphur, camphor and menthol to develop local outlets for these products. Also wishes to contact manufacturers of soap compounds to arrange for importation to Japan.

**20401—Raw Sheep Skin with Wool, Pickled Sheep Skin, Pickled Grain Skiver.**  
San Francisco, Calif. Firm in Japan wishes to import above items.

**20402—Japanese Novelties.**  
Cheyenne, Wyoming. Firm wishes to communicate with importers of Japanese novelties.

**20403—Sheep and Beef Gut.**  
Nagoya, Japan. Manufacturers of sheep and beef gut are seeking a local market.

**20404—Toys.**  
Tokyo, Japan. Publishers of three juvenile magazines desire to contact merchants or manufacturers of toys.

**20405—Japanese Wood Fiber.**  
Claremore, Okla. Party opening new business requires Japanese wood fiber in large quantities. Sample on file.

**20406—Wholesale Gift Shops.**  
Teno, Nevada. Party wishes to communicate with wholesale gift shops.

**20407—Used Automobiles and Match Wax.**  
Kobe, Japan. Import-export concern desires to import used cars—preferably Buicks and Chevrolets, in sedans and open cars—also match wax of 105 degrees.

**20408—Brazil Wood.**  
San Francisco, Calif. Party wishes to contact importers of Brazil wood.

**20409—Brazilian Products.**  
San Francisco, Calif. A Brazilian firm intends to export hides, carnauba wax and oil seeds to the Pacific Coast and seeks local agent.

**20410—Bananas.**  
San Francisco, Calif. An Italian firm in Central America, exporters of bananas, seek Pacific Coast connections.

**20411—Representation.**  
Medellin, Colombia. Party wishes to represent wholesale grocery firms in Medellin.

**20412—Representation.**  
Medellin, Colombia. Party is desirous of contacting anyone interested in having a representative in Medellin.

**20413—Flour, Wheat.**  
Cajabamba, Ecuador. Firm interested in importing wheat and flour. Quote prices.

**20414—Agency.**  
Guayaquil, Ecuador. Party with 21 years' experience is interested in obtaining the agency, on a commission basis, of exporters of salmon and sardines. References.

**20415—Copra and Coconuts.**  
Saugerties-on-Hudson, N. Y. Inventor of a coconut tree rat trap that will kill the copra rat is inquiring for the names of buyers of copra and coconuts.

**20416—Asbestos.**  
Manila, P. I. Manufacturers of cooking ranges desire to get in touch with firms handling asbestos board in sheets with thickness of 1/8", 3/16", 1/4", 5/16", 3/8".

**20417—Mexican Hardwood Lump Charcoal.**  
San Francisco, Calif. Large quantities of above commodity available for immediate or future shipments, packed in bags of even or uneven weights, or in bulk.

**20418—Storage Batteries.**  
San Luis Potosi, Mexico. Party desires to communicate with manufacturers of storage batteries.

**20419—Wholesale Vegetable and Fruit Dealers.**  
Hilo, Hawaii. Wholesale produce firm opening their business in Hilo in near future desire to make contacts with wholesale vegetable and fruit dealers in this city.

**20420—Representation.**  
Honolulu, T. H. A cold storage company desires to represent a well-established meat packing concern.

**20421—Barley.**  
Vancouver, B. C. Import and export agent interested in the purchase of feed barley for shipment to New Zealand.

**20422—Sultanas.**  
Vancouver, B. C. Party wishes to communicate with manufacturers of machinery for washing and drying sultanas.

**20423—Radio Sets, Etc.**  
San Francisco, Calif. Manufacturers merchandisers offer for export radio sets, radio tubes, electro dynamic speakers, radio-phonograph pickup, aertal wires in rolls of 22,000 feet.

**20424—Birds.**  
Ocala, Florida. Party wishes to place order for imported birds.

**20425—Dates.**  
Santa Rosalia, Baja-Calif. Party is in-

terested in communicating with importers of dates in large or small quantities.

**20426—Coffee.**  
London, England. Firm desires to appoint a representative in this city for the sale of coffee.

## Domestic Trade Tips

Inquiries concerning Domestic Trade Tips should be made to the Domestic Trade Department.

**D-3518—Manufacturer's Agent.**  
Long Island City, N. Y. Eastern factory manufacturing patented ventilators for theatres, auditoriums, high schools, desires reputable local representative for northern California territory.

**D-3549—Distributors.**  
San Francisco, Cal. Party desirous of securing distributors for a waterproof and preservative compound for shoes.

**D-3550—Manufacturer's Representative.**  
New York City. Firm in East is willing to act as broker for manufacturer desirous of distributing their products in East.

**D-3551—Distributor.**  
Medford, Ore. Party is anxious to represent local manufacturer. He operates a truck service through Grants Pass, Ashland, Medford and Klamath Falls.

**D-3552—Manufacturer's Agent.**  
Chicago, Ill. Two firms desire men to act as manufacturer's agent for them. They must be qualified to handle all kinds of electrical appliances.

**D-3553—Representation.**  
New York. Party wishes to represent San Francisco firm in New York.

## ARMY AND NAVY PAY RAISES URGED

Resolutions by the Board of Directors of the Chamber of Commerce recommending increases in pay for the personnel of the Army and Navy, went forward last week to President Hoover, War and Navy departments and the Military and Naval Affairs Committees of Congress. The directors pointed out in their resolutions that Army and Navy pay has remained fixed since 1908 while wages in private industry and business and some of the civil services have been advanced to meet increased living costs.

"Adequate compensation," the Board pointed out, "is essential to attracting and retaining permanently in the Army and Navy the personnel capable of the highest type of leadership." A copy of the resolution was also sent by President Leland W. Cutler of the Chamber to Colonel Fred R. Brown at the Presidio.

## NEW PLANS FOR S. F. TRADE WEEK

San Francisco Trade Week, to have been held under the auspices of the San Francisco Chamber of Commerce from August 25 to 30, has been postponed until the week of September 15 to 20.

"Our committee, after carefully considering the possible effect of election week, the fact that numbers of retailers, wholesalers and manufacturers are out of the city on vacations, and because of conflicting commercial events, has decided to postpone the holding of this event until after the two September holidays," Chairman Herbert Eloesser of the Chamber's Domestic Trade Committee announced.

"It is now our plan to materially increase the scope of Trade Week," Mr. Eloesser continued. "Originally we had planned calling upon individual merchants to present the need of supporting San Francisco as a market and manufacturing center. With more time available, we propose to expand our plan in order to secure additional data and cooperation which should result in greater community benefits from this event."

# Very Latest Leads for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified. Domestic Trade Department.

**Architects**—Crim, Resing & McGinness, 488 Pine.  
**Art Goods**—China Art Co., 850 Montgomery to 566 Merchant.  
**Asphalts**—Bitumex, Inc., 7 Front.  
**Association**—Pacific Coast Football Association, 1231 Market.  
**Attorneys**—W. L. A. Calder, 220 Montgomery; Norman S. Menifee, 564 Market.  
**Auditor**—Benning Wentworth (city), City Hall.  
**Auto Repairing**—Bay City Auto Repair Co., 220 Sacramento; Snyder's Auto Metal Works, 155 Fell to 363 Valencia; Stutz Repair Shop (Morrison & Surdez), 550 Turk to 1293 Post.  
**Auto Work**—Federal Auto Body Works, 363 Valencia.  
**Automobiles**—L. R. Baker (used cars), 761 to 161 Valencia; Chrysler Motors National Business Sales Division (Geo. Allison, Jr.), 111 Sutter to 870 Market; Dodge Bros. Corp. (F. J. Timmens), district office, 111 Sutter to 870 Market; George A. Wolfe, 2920 Mission.  
**Automotive Specialties**—T. S. Esrey, 1511 to 1475 Pine.  
**Bakeries**—Italian French Baking Co., 1353 Grant Ave.; Carl Wood, 808 Geary.  
**Banks**—National Pacific Co., 301 California to 333 Montgomery; Pacific National Bank, 301 California to 333 Montgomery.  
**Banner & Emblems**—Felt Specialty Co., 171 2d to 1225 Bay; Fisch & Co., Inc. (Bertrice Perstein), 1225 Bay.  
**Barber Shop**—Rex Shaving Parlor, 127 1/2 Powell.  
**Beauty Parlors**—Monadnock Beauty Parlor, 681 Market; Ringlettle Beauty Parlor, 1808 Balboa; Rossette Beauty Shop, 22 18th; Martha Sears Beauty Shop, 506 Irving.  
**Bedding**—Dremland Bedding Co., 3175 Mission.  
**Blacksmith**—C. H. Wiesner, 625 Franklin.  
**Brokers**—Edwin H. Blum, 820 Market; Keller & Graf (apartment house), 235 Montgomery to 821 Market; Frederic H. Mead (insurance), 405 to 333 Montgomery; Nilon & Myers (insurance), 348 Pine; Pillsbury & Co. (investment), 111 Sutter.  
**Building Supplies**—Ghiotto Building Supply Co., 231 Delano.  
**Cabinet Maker**—F. H. Mortenson, 3048 Fillmore to 2604 Gough.  
**Candy**—Albert E. Schalk, 1207 Fillmore.  
**Canned Goods**—Frank M. Wilson Co., 162 Market; Sam Martin Canning Co., Inc., 605 Sansome.  
**Cigars**—J. E. Miller, 427 Eddy; New Marina Cigar Store, 3200 Buchanan.  
**Cleaners**—Coast Cleaners & Dyers, 131 W. Portal to 66 Vicente; Radio Suits Cleaner, 377 Ellis; Square Deal Cleaning & Dyeing Co., 1723 Polk.  
**Clothing**—E. Singer, 37 4th.  
**Coal**—Dawley-Behan Coal Co., 1721 Church.  
**Contractors**—G. W. Williams Co., Ltd. (general), 8th and Market.  
**Crackers**—National Biscuit Co., gen. office, 235 Montgomery; Pacific Coast Biscuit Co., gen. office, 235 Montgomery.  
**Decorators**—Arvan Decorators, 2016 Pine to 907 Post.  
**Delicatessen**—Gedenrath's Delicatessen 1758 Fillmore to 5423 Geary.  
**Dentist**—Dr. Frank T. Park, 25 Taylor.  
**Dressmaking**—Adele Leonie, 2418 Fillmore.  
**Eggs**—Petaluma Egg Distributor, 1005 to 1125 McAllister; Western Provision Co., 219 Clay.  
**Electrical**—Hedberg Electrical Works, 117 Fulton.  
**Evaporators**—Zaremka Co., 681 Market.

**Express**—Ball Transfer Co., 849 Leavenworth.  
**Finance**—Western Sales & Finance Co., 388 Market.  
**Fixtures**—Store & Office Fixture Co., 827 to 767 Mission.  
**Florists**—Fillmore Flower Market, 2060 Fillmore; Walters Flower Shop (Walter Beckett), 3315 Sacramento.  
**Food Products**—Kenyon Food Products Co. (F. T. Kenyon), 917 Bryant.  
**Fur Goods**—Reliable Fur & Mfg. Co., 259 Geary.  
**Furniture**—Associated Furniture Co., 2169 Mission; Harry's Furniture Exchange, 1727 O'Farrell to 1535 Steiner; E. R. Marnette & Co. (importer), 907 Post to 1235 Sutter; Marina Furniture Display, 3250 Fillmore.  
**Gauges**—Cole Visible Dash Gauge Agency, 1544 to 1475 Pine.  
**Gent's Furnishings**—Wheeler's Toggery, 2108 Mission to 3141 16th.  
**Golf Courses**—Little Richmond Golf Course, 1301 Clement; Portola Golf Course, 2180 San Bruno; Seymour's Indoor Golf, 2246 Lombard; Terrace Golf Gardens, 500 Turk.  
**Graphite**—Detroit Graphite Co. of California, 235 Montgomery to 1559 Howard.  
**Greases**—Balanes & Balanes, 1500 Pacific Ave.; Casella & Bichetti, 1201 Turk; William S. Lazottin, 774 Bryant to 904 Rhode Island; Plaza Grocery, 730 Bush; Abe Polsky, 510 Holloway; Serot's Grocery, 500 Guerrero; G. Soheranis Co., 450 3d.  
**Hat Renovating**—Clement Hatter, 148 Clement.  
**Insurance**—E. A. Calegaris, 405 to 333 Montgomery; Shepard Eells (general agent), 114 Sansome; Farmers & Mechanics Underwriters, 114 Sansome; Paddock, Mackin & Co. (general), 405 to 333 Montgomery; Southern Fire Insurance Co. of New York, 405 to 333 Montgomery; Southern Surety Co. of New York, 405 to 333 Montgomery; Washington Fire & Marine Insurance Co., 114 Sansome.  
**Investment Counselor**—Loomis, Sayles & Co. (Floyd L. McElroy), 235 Montgomery.  
**Leadies' Wear**—Shanghai Shoppe, 215 Taylor.  
**Livery Stable**—Goldman & Son, 120 14th.  
**Loans**—Walter W. Akers (mortgage), 220 Montgomery to 26 O'Farrell; Community Mortgage Loan & Thrift Assn., 915 Mission to 572 Market; Metropolitan Guarantee Building Loan Assn. (Harvey M. Toy), 915 Mission to 572 Market.  
**Machines**—San Francisco Sales Co. (vending), 1073 Mission; Val-A-Vac, Ltd. (Theron C. Curtiss) (vacuum apparel), 265A Minna.  
**Milk**—Marin Dairy Men's Milk Co., Ltd., 1685 Howard.  
**Millinery**—Marion Hats, 356 Sutter.  
**Music**—Conn Music Shoppe, 2432 Mission.  
**Opticians**—Jones, Pinther & Lindsay, Inc., 349 to 166 Geary; Standard Optical Co., 43 Geary to 760 Market.  
**Painters**—A. & A. McMurray Co., 4485 to 4489 Mission; Roche Bros., 895 46th Ave. to 459 Fell; J. H. Wieser, 4726 Mission to 745 Lincoln Way.  
**Paints**—Richmond Paint Store, 832 Clement.  
**Parking Station**—Edellis Auto Park, 333 Ellis.  
**Pattern Maker**—Frank Haase, 774 Bryant to 1375 Potrero.  
**Physicians**—Dr. J. Cameron Pickett, 909 Hyde to 450 Sutter; Dr. W. P. Willard, 450 Sutter.  
**Plumbing**—Fix-It Shop (E. C. Hornick), 2419 17th Ave. to 709 Taraval; Sunset Plumbers, 1152 Irving to 1480 Fulton.  
**Printing**—Azad Printing Co., 210 Fillmore; Rotogravure, Inc., 450 4th to 741 Harrison; Schwartz & Gardner, 583 Market.  
**Provisions**—Arthur F. Winter, 4747 Mission to 518 Persia.  
**Publishers**—John Hughson, 785 Market; Keeler's Pacific Coast Hotel Weekly (Irvin Keeler), 235 Montgomery to 821

# Industrial Development

REPORTED BY THE Industrial Department of S. F. Chamber of Commerce

## NEW INDUSTRIES

**Cohen Manufacturing Company**, 305 Grant Avenue, has recently commenced the manufacture of coats and suits for the wholesale trade. One floor at the above address is occupied, and the company at present employs six people.  
**A. M. Byers Co.**, manufacturer of wrought iron pipe, with headquarters office and factory at Pittsburgh, Pa., established a branch office in San Francisco several months ago to serve the Pacific Coast states. Offices are located at 1004 Crocker First National Bank Building, and H. K. Browning is division manager.  
**Wilmaac Manufacturing Company** has just been organized, and is manufacturing a sweeping compound, a cleanser for

tile and linoleum, and a solvent for iron pipe, etc. Concern has one floor at 1168 Bryant Street.  
**Pacific Art Tile Company** moved to San Francisco from Emery and is located at 1176 Valencia. Company manufactures art tile for interior building purposes, and occupies one floor at the above address. Products are widely distributed over the west.  
**Ideal Garment Manufacturing Company**, 165 Post Street, has just been established. The company is making coats, dresses for the retail trade at present expects to expand soon to manufacture for wholesale trade.

## EXPANSIONS

**The Viavi Company**, manufacturer of pharmaceutical preparations, now located at the corner of Van Ness Avenue and Market Street, is constructing a reinforced concrete and brick building at Fell Street, between Van Ness Avenue and Market Street. The structure will be in the shape of an L—plant containing four floors, and the offices two floors. Building, land and equipment represents an investment of \$150,000. It is anticipated the concern will be in operation in the new location by December 1. San Francisco is headquarters of the company, and a branch factory is operated in Windsor, Canada.  
**C. E. Reinhart Company**, specializing in mill and cabinet work, has moved from 917 Bryant Street to larger quarters at 535 Tenth Street. The move was necessitated due to increased demand for the company's products.  
**E. D. Bullard Company**, manufacturer of the hard-boiled hat (safety equipment) and distributors of other safety appliances, announces the establishment of a Chicago office at 224-230 W. Huron Street, Chicago, Illinois. The office will be in

charge of G. N. Glidden, who has many years been identified with safety movement in the east and west. This is the sixth branch office. E. D. Bullard Company, and the store to be opened in the past year.  
**The Consolidated Paper Box Co.** is disposing of old machinery in plants in San Francisco and its plants in Oakland, and is installing complete equipment, 15,000 square feet of space was added to the building at Brannan Street about a year ago, recently the main office has been moved to this building, where three floors, or square feet are occupied. Company manufactures candy boxes, as well as a full line of set-up paper boxes and a folding box division making fancy candy boxes, as well as a complete line of cartons.  
**Aeme Stucco Company** announces removal from 1556 Howard Street to Utah street, where two floors occupied, an increase of 150% in space area over former location. Company manufactures stucco products, specializing in waterproof exterior stucco.

Market; Pacific Coast Hotel Weekly, 235 Montgomery to 821 Market; Trade Publishing Co., 619 California to 419 Kearny.  
**Radios**—Home Entertainment Co., 386 Post; KGGC Broadcasting Studio, 2482 Mission; Thompson & Holmes, Ltd. (Caleb Sharrab) (wholesale), 951 Mission to 171 Bluxome; West Coast Radio & Electric Co., 1979 to 1908 Mission.

## S. F. Hearings Will Analyze China Trade

[continued from page 1]  
of an unfortunate borrowing policy to meet the administrative expenses of the Chinese Government; of money borrowed for unproductive use. Lack of tax collecting authority in the central Government and domination of the Government by military factions also have contributed to the existing unhappy conditions in China trade," Montgomery declared. "Improvement in exchange," he added, "would lead to recovery in commercial activity."  
Senator Pittman is chairman of the United States Senate Subcommittee on the Committee of Foreign Relations and Commercial Treaties with China. Prosperity of Nevada's mines is involved in the China trade and its relation to the price of silver. "No other port in America is as vitally concerned from both the viewpoint of foreign trade and the prosperity of California and our contiguous

mining states, as San Francisco," Montgomery said. "Therefore, it is pertinent that San Francisco has been selected the seat of activity of the Senate committee in its investigations."

## I. C. C. HEARING SET FOR SEPTEMBER

The Interstate Commerce Commission has just advised the Transportation Department that Agent Gomph's Application No. 152, Interstate Commerce Commission Fourth Section Application No. 1414, will be heard in Room 237, Merchants Exchange Building, San Francisco, commencing at 9:00 o'clock a. m., Star Time, September 26, 1930.  
This refers to Agent Gomph's original application No. 150 I. C. C. No. 1, which was canceled by the Interstate Commerce Commission.  
The application requests that the commission authorize departure from long-and-short-haul provision of fourth section of the Interstate Commerce Act by establishing a rule in all line tariffs providing that the through rates published in said tariffs and as amended, to or from any point beyond the switching limits of any interchange point specified in the routing such rates, shall not apply from any points within the switching limits of such interchange point.

## Chamber Celebrates Actual Start of Islais Creek Reclamation Work

\$1,000,000

able Links

S.F. with L.A.

TELEPHONE traffic between San Francisco and Los Angeles began moving yesterday through the West's longest and finest telephone

years' work and \$10,000,000 went into the cable's 415 miles of sheathed wires and equipment. Its rare features is an "echo suppressor" and a 43-mile section containing gas for the "soap-bubble test" to injuries before they result in serackdowns.

mark this advanced step in Pacific communication, the new line was by The Pacific Telephone and ph Co. with a ceremony in which calls were made between Leland er, president of the San Francisco er of Commerce and J. A. H. Kerr, resident of the Los Angeles Cham-Comere.

"echo suppressor" is the first on st. The voice in the cable travels miles, or 25 round trips each between terminals, or 3,600,000 in a three-minute conversation. At the suppressor, at Fresno, calls resemble shouts down a rain-

s cable will help to build even the Pacific Coast's remarkable in growth of population and busi-declares President H. D. Pillsbury telephone company.

as 54 years ago, we out here, from national life, had one of the first telephone lines, and later the telephone exchange. We now have the finest cables to be found any-

ly 270 miles of the cable is under-enclosed in duct. The lead sheath is underground features provide eather-proof communication, est- to be five times freer from troubles e open wire replaced by the new cable is the second largest of its and contains 500 wires. Its total is 18,000,000 pounds, of which 10 are in copper wire.

oss section of Pacific Coast life will through the new line and through with the northwest, east and south, eventually west by radio telephone mail and the Orient. The new line of the most important sections in mpany's proposed \$30,000,000 Can-Mexico cable.

cable will carry a peak load of 5,000 words of telephone conversa-ach minute, together with private ph messages, programs for radio east hook-ups, and thousands of est impulses operating telephone riters for hundreds of stock and

### CANADA TO MEXICO OVERNIGHT RIDE

Dinner in Seattle, a middle of the night lunch at San Francisco Bay, and breakfast in San Diego.

This interstate meal schedule is the rule for passengers on the new overnight "Border to Border" air mail, express and passenger service flown by Pacific Air Transport between Seattle and San Diego. This Boeing System route is the longest lighted airway in the United States.

The planes make a round trip between San Diego and Seattle, 2,400 miles, in thirty-four hours, including an eight-hour day-light layover in Seattle.

### METROPOLITAN AREA SHOWS BIG INCREASE

The population increase during the ten-year period, 1920 to 1930, for the San Francisco metropolitan area amounted to 397,789, according to the preliminary totals just received by the San Francisco Chamber of Commerce direct from the Census Supervisors. This increase was at the rate of 3.3 per cent per annum, or 33 per cent during the ten-year period. In 1920 the population amounted to 1,182,911, and in 1930 to 1,580,700. Projecting this rate of increase to 1940 the population of the San Francisco metropolitan area would amount to 2,000,000 people.

In the eleven western states in 1920 there were 8,902,972 people. In 1930 there were 11,885,088, or an increase of 33 per cent amounting to 2,982,116. Assuming that the population increase of the eleven western states continues at the same rate of trend during the next ten years, there will be a total of 14,900,000 people in 1940.

In both the San Francisco metropolitan area and the eleven western states the rate of increase amounted to 33 per cent during the ten years, or 3.3 per cent per annum. The similarity in the trend of development of these two areas is also indicated by the reports issued currently by the Federal Reserve Bank of San Francisco, showing the trend of retail trade in San Francisco and in the Twelfth Federal Reserve District, based on the sales of a number of department stores. These reports include the monthly variation of trade at retail. The index numbers for both of these areas during the past six years are very similar. The peaks and valleys of the sales occur at the same time and in the same proportions, thus indicating that San Francisco and the bay area trend of commercial activity and growth is closely woven into the fabric of the entire western market.

## Big Industrial Development Marks Conclusion of Sixteen Years' Effort

CHAMBER OF COMMERCE, City, State and National officials united today in a ceremony at which the reclamation of Islais Creek is formally begun. The ceremony is under the auspices of a Citizen's Committee of which President Cutler of the Chamber of Commerce is chairman.

Speakers on today's program include: Mr. Cutler, Col. Allen, G. Wright, Counsel for Islais Creek Reclamation District; City Engineer M. M. O'Shaughnessy; Major Charles L. Tilden, Board of State Harbor Commissioners; Supervisor Andrew J. Gallagher, and State and National legislators.

Today's celebration brings to fruition more than sixteen years of effort on the part of the San Francisco Chamber of Commerce to surmount difficulties of cooperative development, legislation and litigation.

The development of this industrial area was commenced during 1914 and 1915 with the paving and improving of Third Street by the city at a cost of \$300,000 and the building of the street and railway bridge over Islais Creek Channel by the Southern Pacific and Santa Fe Railroads. Other important arteries paved and developed at that time include Quint Street, Evans Avenue, Napoleon Street and San Bruno Avenue.

The first effort to assist the property owners of the district in reclaiming their lands for industrial purposes was launched in August of 1916, at a mass meeting called by the Chamber of Commerce. Under the plan, then proposed, the property owners would have banded together and through private agreement would have dredged the channel and filled their lands.

Due to the objections of certain owners and with the declaration of war in the next few months the plan was never perfected.

A new plan was initiated during 1921 when, under the auspices of the Chamber of Commerce, the "San Francisco Plan" was developed. Out of this city-wide development proposal, approved by the entire press of the city as well as by many civic organizations, grew the present Islais Creek Reclamation plan.

At that time an exhaustive engineering study for the development of Islais Creek and the India Basin area was made by an Engineering Sub-Committee of the Chamber of Commerce Industrial Committee in conjunction with the property owners of the district, City and Harbor Commission officials and the United States River and Harbor Engineers.

After securing pledges of cooperation on the part of the State Harbor Commission and the United States government the first Islais Creek Reclamation District act was submitted to the State Legislature and subsequently pocket vetoed by Governor Richardson.

The present bill is a revision of the former act introduced in the State Legislature on January 20, 1925; amended March 9, 1925; and approved by the governor on April 6, 1925.

The immediate cost of the work is to be met by a bond issue to be retired over a ten-year period by assessment on the property owners, this plan giving the owners an opportunity to sell or put their property to use before meeting the entire reclamation cost.

Following a decision of the Supreme Court confirming the legality of the reclamation act on January 21, 1927, a board of appraisers was appointed consisting of Louis A. Weidenmuller, Walter J. Sullivan and H. W. Crozier to determine the value of the lands in the district.

In June of 1928 the assessment roll for the district was approved and on June 29 of this year the \$1,620,152 bond issue was sold to the syndi-

[continued on page 4]

San Francisco, Calif.  
Civic Center,  
Public Library,



# Industrial Development

REPORTED BY THE  
Industrial Department of S. F. Chamber of Commerce

## NEW INDUSTRIES

**Alve Bag Corporation**, with head-  
in New York City, has recently  
ed branch sales offices in San  
o at 1014 Phelan Building. The  
manufactures "Bates" multi-  
bags for plaster and cement.  
pany has just completed the con-  
of a branch factory in Seattle.  
llom is manager of the San Fran-  
ces.

**Automatic Sale Company**, 1114  
n Street, has recently been organ-  
is manufacturing a super vend-  
ine. According to Louis Wolcher,  
at present these machines are  
in 30 San Francisco theatres. It  
interesting to note that the 8  
of candy used in these machines,  
as the boxes and containers, are  
acts of plants in the San Francisco  
A. These machines, which are  
size of an upright piano, are  
arly suitable for hotel, office  
and theatre use.

er to give the trade in this terri-  
er service, the **San Martin Can-**  
s, Inc., with factory at San Martin,  
ntly established a distributing  
in San Francisco, at 605 Sansome  
here 2 floors are occupied. Com-  
ns tomato paste, vegetables and  
Mexican garbanzos (dried peas).

## EXPANSIONS

**Heineman Sons**, manufacturers of  
r and mufflers, have recently  
to the fifth floor of 341 Market  
where the entire floor is occupied.  
able investment has been made  
equipment, remodeling, painting,  
d a modern daylight factory is  
d in the new quarters. According  
Heineman, this is oldest firm of its  
a the Pacific Coast having been  
ed in San Francisco in 1866 at  
ation now occupied by the Stock  
up on Pine and Sansome Streets.  
pment in the new daylight fac-  
l can double the concern to double  
the handled at the former location at  
th Street.

operations of the San Francisco  
of **S. T. Johnson Co.**, manufacturer  
burners and fuel oil, with head-  
s office and factory in Oakland  
cently been expanded to include  
ribution of fuel oil. Heretofore oil  
only was handled from here. The  
has been increased, and four oil

A complete stock of products is carried  
in this distributing branch.

**Arrowhead Hosiery Mills**, manufacturer  
of hosiery for men, women and children,  
with headquarters in Tennessee, has es-  
tablished a direct factory branch at 51  
First Street. A complete line of the em-  
er's products is carried here. F. B.  
Stambaugh is manager, and the entire  
state is served from the new branch. This  
concern was formerly represented here by  
an agency.

**Globe Typesetting Company** was recent-  
ly organized, and is engaged in linotype  
work, i. e., machine composition for print-  
ing trade. One floor at 23 Rosemont Place  
is occupied, and at present the company  
employs 4 people.

**Brooka Cookie & Candy Company** has  
just commenced the manufacture of  
cookie and candy bars at 615 Laguna  
Street. The concern has 7 on the payroll,  
and is building up distribution of its  
product in the bay area.

**Lady Gay Hat Company**, newly organ-  
ized, is manufacturing all varieties of  
millinery. Company is located in the  
Apparel Center Building, 49 Fourth Street,  
and is building up a business with the  
retail and wholesale trade. S. Rabinowitch  
is manager of the company.

trucks are now operated from the San  
Francisco branch which has recently been  
moved from 1337 Mission Street to 585  
Potrero Avenue.

**Oathoff & Company**, with headquarters  
in San Francisco, has recently established  
a branch factory in Oakland. The com-  
pany manufactures flasher signs for  
advertising purposes. This old established  
manufacturer has 30 on its payroll in  
San Francisco and has opened the Oak-  
land branch factory with 5 on its payroll.  
C. F. Goss is Oakland manager.

**W. P. Fuller Company**, large manufac-  
turer of paint and varnish, with head-  
quarters offices in San Francisco and  
plant at South San Francisco, has com-  
menced the construction of a 1-story and  
basement building in Eureka, which will  
serve as a retail and wholesale branch.  
The corporation purchased the land some  
months ago at an investment of approxi-  
mately \$15,000. The building will cost  
about \$30,000 and it is expected it will be  
completed by the 1st of November.

## HAWAIIAN TRADE TIPS

**Fresh Fruit and Vegetables.**  
ulu, T. H. A Chinese in the com-  
business is desirous of securing a  
fruit and vegetable account.

## Domestic Trade Tips

es concerning Domestic Trade Tips  
be made to the Domestic Trade  
ment.

**Agent.**  
Francisco. Manufacturer of prepa-  
for relief of poison oak desires  
or agent to handle business while  
down.

**Representative.**  
Mass. Concern manufacturing  
stationery, cut cards, etc. is look-  
a direct factory representative to  
act on a strictly commission

**Distributor.**  
nnakt, Ohio. Concern desirous of  
g specialty distributors in this city  
seeking an electric inner-illuminated  
slung clock.

## NOTICE TO EXPORTERS

The attention of San Francisco ex-  
porters is directed to the following:

On and after September 1st, certificates  
of origin which are brought to the Cham-  
ber of Commerce for certification should  
have the following signature space pro-  
vided:

S. F. CHAMBER OF COMMERCE  
  
Manager  
International Trade Department.

Certificates are being signed for the  
present in Room 202, Merchants Exchange  
Building.

Advertise in  
The Magazine Edition of  
"San Francisco Business"

## RAILWAY STATISTICS READY FOR MEMBERS

The Transportation Department has  
just received a copy of the "Forty-Second  
Annual Report of Statistics of Railways  
in United States for the year 1928."

This report includes statistics on:  
revenues and expenses (including opera-  
tion), traffic and operating averages,  
traffic statistics, mileage operated, equip-  
ment, capitalization, etc.

Members are invited to use the library  
at any time. Telephone calls are given  
prompt and courteous attention.

## Very Latest Leads for NEW BUSINESS

Listed below are the names of new firms  
and changes of addresses of old firms en-  
gaged in the business under which they  
are classified. Domestic Trade Depart-  
ment.

**Accountant**—H. A. Morin (public), 149  
California to 681 Market.  
**Advertising**—Ralph W. Brill, Hearst  
Bldg. to 561 Market; Western Advertising  
& Western Business, 564 Market; Neill C.  
Wilson, 536 Mission.

**Apartments**—Leavenworth Apartments,  
1520 Leavenworth.

**Artists**—Vance Blackman, 220 Mont-  
gomery; Kearny Studio (R. Curtis Dean,  
James Hasse), 333 Kearny.

**Associations**—Fifty Yaw Improvement  
Assn., 509 Eddy to 510 Larkin; Theosophi-  
cal Society Pacific Lodge, 533 Sutter to  
1212 Market.

**Attorneys**—Bramy & Stern, 220 Mont-  
gomery; Richard Cohenlz, 1 to 405 Mont-  
gomery.

**Auto Bodies**—Geo. Reilly, 532 Geary.  
**Auto Repairing**—Tom Slusser, 1102  
Geary.

**Automobiles**—La Belle & McDonald  
(used cars), 1521 Pine; McGinnis & Stans-  
field (used cars), 1436 Van Ness; M. J.  
Main, 810 Van Ness Ave.

**Batteries**—Battley & Electric Depot  
Ltd., 19th Ave. and Irving.

**Beauty Parlor**—Grace's Beauty Shoppe,  
2781 4th.  
**Billiards**—North Pool Parlor, 1869  
Powell.

**Bottlers' Supplies**—F & G Bottlers Sup-  
ply Co., 509 Ellis to 42 Isis.  
**Bottles**—Anchor Commercial Co., 1669  
Folsom to 42 Isis.

**Braas Works**—Pioneer Brass Works, 159  
14th.

**Brokers**—Frank P. Dugan, 2728 24th;  
Glendora A. Marchant (insurance), 235  
Montgomery to 251 Kearny.

**Building Maintenance**—Acme Building  
Maintenance Co., 1757 Chestnut.

**Cleaners**—Hill Cleaners & Pressers, 3009  
24th; Mrs. E. E. Lawrence, 2315 Green-  
wich; Uneceda Cleaners & Dyers, 2315  
Greenwich.

**Decorator**—Katherine Stern (interior),  
1114 Sutter to 1411 Franklin.  
**Draperies**—Bell Scribner, 2214 Lombard  
to 1068 Sutter.

**Drayage**—H. Luba Drayage, 170 13th;  
E. F. Raymond, 1505 Market.

**Dressmakers**—Emma W. Dunlap, 339  
23d; Mrs. Katherine Young, 830 Hyde to  
106 Sutter.

**Drugs**—Richard's Drug Store, 1901 to  
1900 Ocean.

**Electrical**—Superior Electric Mfg. Co.,  
Ltd., 670 Turk.  
**Express**—Petaluma Express Co., Ferry  
Bldg. to Pier 5; Sonoma Express Co.,  
Ferry Bldg. to Pier 5; Vallejo Express Co.,  
Ferry Bldg. to North End Pier 5; Vallejo-  
S. F. Express Co., Ferry Bldg. to North  
End Pier 5.

**Fixtures**—Reliable Store & Office Fix-  
ure Co. (store), 5048 Fillmore; Willette  
Corp. (bathroom), 599 6th.

**Florists**—Hill & Co., 416 Castro.  
**Food Products**—Natural Health Food  
Shoppes (health), 1109 Market.  
**Fruit**—Cash & Carry Fruit Store, 1427  
Fillmore and 2627 Mission; General Fruit  
Distributors, 85 2d.  
**Far Goods**—Petersen & Bailey, 166  
Geary.

**Gauges**—Edgar S. Ayres, 110 Howard  
to 217 Spear; Cole Visible Gas Dash Gauge  
Agency, 1544 to 1475 Pine.

**Glass**—Monte Studio (G. D. Merrill)  
(stained), 3727 Geary.

**Golf Courses**—Junior Golf Paradise,  
5320 Geary; The Meadows (indoor), 1052  
Geary; Perdue & Stewart (miniature),  
1064 Market; Portola Golf Course, 779  
Market; Bialto Vista Miniature Golf Club,  
2539 Mission.

**Grocers**—F. N. Cox, 98 Fillmore; Mrs.  
R. Kofahl, 498 Sanchez; Alfonso Lucia,  
3004 Market; G. H. Marten, 1644 Gough;  
A. Schenckberg, 2501 to 2511 Sutter.

**Hats**—Perfection Hat Works, 871 O'Far-  
rell.  
**Insurance**—Pacific States Life Insur-  
ance Co., life dept., 582 Market.

**Investments**—R. W. Besley Co., 433 Cal-  
ifornia; Wm. F. Kenney, 235 Montgomery.

**Jeweler**—R. C. Wilchar, 133 Geary.  
**Julie**—Square Deal Junk Co., 1266 to  
788 McAllister.

**Knitting Mills**—Howard Knitting Mills,  
114 Burrows.

**Laundry**—Cabrillo French Laundry,  
4429 Cabrillo.

**Loans**—M. S. Rose (mortgage), 525 Mar-  
ket to 1275 Golden Gate Ave.

**Lumber**—Douglas Fir Exploitation &  
Export Co. (G. C. Thompson), 244 to 311  
California.

**Machinery**—Pacific Coast Machinery  
Co., 140 Howard to 217 Spear.

**Manufacturers' Agent**—A. W. Gunn,  
742 Market.

**Markets**—Capitol Food Market & Deli-  
catesens, 1425 Ocean; New Washington  
Market, 1762 Polk; Siberian Market, 1665  
O'Farrell.

**Men's Furnishings**—Loe Liberman, 11  
Market.

**Mining**—Butte Mining Co., 381 Bush;  
Cory Mine Co., Ltd., 220 Montgomery to  
381 Bush.

**Motors**—Berry Motors Ltd., 1100 9th  
Ave.

**Moving**—Arrow Transfer Co., 193 2d to  
40 Stillman; Busk Transfer & Storage Co.,  
1619A Divisadero; Olson Bros. (piano),  
628 Ellis to 3639 17th.

**Music**—Valencia Music Studios, 533  
Valencia.

**Oil Lands**—M. J. Hanrahan, 101 Post.

**Petroleum**—Eric Petroleum Co., 381  
Bush.

**Photographer**—Fred Mac, 112 Kearny  
to Hearst Bldg.

**Physician**—Dr. Fred D. Heegler, 384 to  
490 Post.

**Piano Playing**—Piano-Arte School  
(modern), 111 O'Farrell.

**Pressing Shop**—Frank Baker (coat),  
964A Market.

**Printing**—Edwin J. Gabriel, 1042 to 815  
Clement.

**Real Estate**—Ford Realty Co., 235 Mont-  
gomery to 251 Kearny; Murphy & Bagli-  
otto, 1553 Hyde.

**Repairing**—Alpha Shoppe (electric ap-  
pliances), 966 Market.

**Representatives**—McElhinny & Associ-  
ates (radio advertising), 564 Market.

**Restaurants**—Pierre Canjuzan, 47 Cor-  
della; Favorite Restaurant, 3975 8th;  
Governor Coffee Shop, 423 to 401 Washing-  
ton; Heidelberg Restaurant, 33 4th; Mar-  
garet J. McCracken, 3667 Geary; Miramar  
Fish Grocer, 2739 Taylor; Zimmer's Hun-  
garian Restaurant, 177 Eddy.

**Roofing**—Richardson Roofing Co., 7  
Front to Shell Bldg.

**Scavengers**—Sunset Scavengers Co., 2501  
Mariposa to 520 Hampshire.

[continued on page 4]

# Leads for New Business

[continued from page 3]

**Service Stations**—Superior Super Service Station, 3d and Oakdale; Wakefield's Service Station No. 1, 16th and Howard to 17th and Folsom.

**Signs**—Wm. E. Eitken Co., 655 to 115 Turk; General Signs & Advertising Co., 655 to 115 Turk; Local Sign Co., 1037 Golden Gate Ave.; Oak Sign Works, 443 Kearny to 1037 Golden Gate Ave.

**Spray Equipment**—William Moon Co., 1185 Mission.

**Tailors**—J. B. Cuyoube, 861 to 310 Kearny; M. Wiktahand (ladies), 560 to 630 Divisadero.

**Uniforms**—A. Dubois Son, Inc., 1161 Market to 149 New Montgomery.

**Watchmakers**—Vasil Alexander, 210 Post; A. Carlson, 210 Post.

**Welding Equipment**—Fusion Welding Corp., 550 to 555 Howard.

**Miscellaneous**—Dr. Harrison J. Asher, 291 Geary; Associated Turf Advisers, 221 Battery; Dr. Geo. D. Brison, 25 Taylor; Business Promotion Assn., 467 O'Farrell; The Bystander, 821 Market; Coast Engineering Laboratories, 778 Golden Gate Ave. to 54 Washburn; Creaney Optical Dispensary, 760 Market; Employment Service Corp. (H. A. Morin, Thos. A. Monahan), 681 Market; T. Garnett Ferguson, 333 Montgomery; E. L. Geno, 101 Post; Globe Sales Board Mfg. Co., 441 3d; Golden Gate Bridge & Highway Dist., 690A Market; Hamilton-Swanson Co., 24 California; Howard Home Service Co., 1509 Divisadero; La Beau Shoppe, 643 Post; Patent Service Bureau, 830 Market; Radoce Corporation, 703 Market; Radioack Laboratories, 703 Market; Reginald Trubers Repertory Players, Fairmont Hotel; Security Dealers Credit Bureau, Kohl Bldg.; Sideman Mercantile Co., 101 Front; Steve Traversaro, 518 Front; Wachter & Co., 325 to 376 Eddy.

## 510,000-CABLE

LINKS S. F. WITH L. A.

[continued from page 1]

load brokers, government offices, and newspapers.

To keep telephone conversation through the cable at full volume of sound and as clear as a local call, over 6000 vacuum tubes, similar to those used in radio sets, are in service in 11 repeater stations along the 43½-mile route.

Running south from Bakersfield 43 miles is the section of the cable filled with nitrogen gas. Here the telephone company is trying out a new method for detecting cable injuries before they grow into service breakdowns. If successful here, the whole line may be so guarded.

Along the 43½-mile stretch, at intervals of about 10 miles, the cable has been plugged with gas-proof dams and filled with nitrogen gas at 15 pounds pressure. Every mile or so above ground is a concrete post like a fence post, to which is attached a valve connecting with the gas-filled cable.

Every three miles is a control box, attached to a post with telephone wires to a testing office at Bakersfield. Should the cable's lead sheath be pierced by excavators, by electrolysis, or by boring insects, or in any other way, the gas pressure is lowered. Immediately the control box nearest the leak short circuits the wires and an alarm is sounded in the office.

Trouble shooters hurry to the control box nearest the leak, and by various tests locate it to within 750 feet. If an excavator's pick has caused the trouble, as more often happens, the leak is easily found. But if boring insects have made a minute puncture, the cable is "painted" with soapsuds until the escaping gas makes a soap-bubble and betrays the leak. The hissing of escaping gas may reveal the leak, but more often it is necessary to use the "soapsud test."

Speedy repair is vital. The leak must be found and closed before moisture enters the lead sheath and short circuits half a thousand wires disrupting the telephone service of millions of people. In this way, the company hopes to block breakdowns before they develop.

## METROPOLITAN AREA SHOWS BIG INCREASE

[continued from page 1]

Looking ahead to the next ten years on the basis of the experience of the past decade, the conditions benefiting the entire western market should be shared in the same ratio by San Francisco and the metropolitan area.

It is therefore apropos that our trade relations be extended to the entire western market and that there be cultivated a helpful hand of leadership to inspire the development of the whole market.

## CHAMBER CELEBRATES RECLAMATION WORK

[continued from page 1]

cate consisting of the American Securities Co., Win. Cavalier & Co., and Weedon & Co.

With the sale of the bonds all obstacles were removed, bids for the dredging work were received and the contracts awarded to the American Dredging Company.

Officials of the district include the following trustees: Colbert Coldwell, president of the Chamber of Commerce when the work was proposed; M. M. O'Shaughnessy, City Engineer; Stuart F. Smith, representative of the large property owners of the district. Other officials are: F. T. Letchfield, who was Chamber Industrial Department Manager when the work was proposed, secretary; Allen G. Wright, framer of the reclamation act, attorney; and M. H. Levy, engineer.

# Domestic Business Conditions

Summarized by DEPARTMENT OF COMMERCE

Business activity during the week ended August 23, as seen from bank debits outside New York City, registered an increase of 7 per cent over the preceding week, but was considerably lower than the corresponding period in 1929.

Wholesale prices, as measured by Fishers' index receded slightly from a week ago and were considerably lower than the same period, a year ago. The composite iron and steel index, an indicator of iron and steel prices, remained at the same level of last week but were considerably lower when compared with the week ended August 24, 1929.

Bank loans and discounts of Federal Reserve member banks were slightly smaller than the preceding week and the same period in 1929. The prices for stocks and bonds, recorded advances over the preceding period. As compared with a year ago, bond prices were higher and stock prices lower. Interest rates for call and time money showed declines from both the preceding period and the corresponding week, a year ago. Business failures were fewer during the past week than during the preceding period.

For the period ended August 16, 1930, declines occurred from the previous week in steel mill activity, petroleum production, lumber output and the value of building contracts awarded. Bituminous coal production, cattle receipts and the price of wheat at Kansas City, however, registered increases when compared with the same period.

Bank loans and discounts and stock and bond prices for the past week showed increases when compared with the period ended August 25, 1928, two years ago.

## World Market Conditions Summarized From Cables and Radio Reports Received In the Department of Commerce.

### ARGENTINA

The economic outlook of Argentina is brighter, owing partly to the favorable weather and partly to the damage caused to the crops in the northern hemisphere and particularly in the United States, as a result of which cereal prices have risen somewhat. However, the import trade is still dull; collections slow, especially in the country districts; banking credit is restricted; and railway earnings have declined considerably.

### AUSTRALIA

Business conditions in Australia continue abnormally depressed with no indication of improvement in the near future. The investment market has been weakened by the financial situation and several prominent stocks have reached the lowest levels in recent years. Reduced wages together with unemployment throughout the country are causing decreased spending power. Construction activities are very slow and real estate is stagnant. The outlook, however, has brightened somewhat due to prospects of a large wheat yield and wool clip, and the cost of living continues to decline.

### AUSTRIA

The first definite effects of the recent Austrian International Loan are shown in the repayment of short term borrowing by the government to local banks, and in prospective orders by the state railway, especially for bridge building material, rolling stock, and equipment. Disappointment is expressed, however, that the loan has not brought improvement on the Vienna stock exchange, quotations being either the same or lower since the conclusion of the loan.

### BOLIVIA

The general business situation in Bolivia continues depressed although some slight improvement over June and July was reported by importers of foodstuffs, automobiles and specialties, such as office equipment. Retail sales, however, remain subnormal and purchases by mining companies continue curtailed.

### BRAZIL

The precipitous decline of milreis exchange has seriously affected the already depressed economic and business conditions. The coffee situation continues unimproved with limited demand from abroad. Manufacturing industries are further restricting their operations, particularly the textile and shoe industries. A rising price level for imported merchandise is accentuating the already slow movement.

### CANADA

Some slight improvement has appeared in the business situation over the week but activity is still considerably below last year's levels. Better Prairie Province demand, traceable to harvesting, is the principal change in the regional position. Retail trade in Quebec also notes some improvement but the wholesale branch there continues dull, and this situation extends to both retail and wholesale establishments in Ontario. Manufacturing continues practically unchanged, many industries working on reduced schedules. Two hundred thousand are unemployed in the Dominion, according to a survey recently conducted under the auspices of the Federal government.

### CHILE

Reports of unfavorable crop conditions in the United States and Europe have slightly bolstered prices for Chilean farm products. However, general business con-

ditions are dull with sales in some slightly off from those of last month.

### CHINA

The general trade situation in China continues depressed because of low exchange and disordered internal conditions, but the outlook is somewhat proved by favorable crop conditions, particularly in the Yangtze Valley. Conditions in Shanghai are slightly improved. Importers report receiving inquiries are placing small orders, but dealers not commit themselves except for immediate requirements. Prices are usually being adjusted to the new exchange levels and fluctuations during the month were fairly steady.

### HAWAII

Business in Hawaii during August improved somewhat and retailers necessity lines report that the volume almost equals that of August last. The sale of non-essential lines, however, fell from 7 to 15 per cent. Time of sales are increasing, and collections improved. While sugar, the backbone of Hawaiian business, has reached record low levels, inducing caution and causing a general spirit of confidence in local adjustments prevails throughout the island.

### INDIA

The general economic situation in India has not improved during the past month but from outward appearances the cost movement is losing force except sibly in Bombay. Some difficulties being experienced on the frontier, particularly in the Peshawar district where martial law has been established, current business situation remains unsatisfactory. At Bombay, sixteen are closed and thousands of mill-workers are unemployed. Many of the mills operating at 50 per cent capacity stocks of piece-goods continue to accumulate.

### JAMAICA

During August no change of import took place to alleviate the depression has characterized economic conditions in Jamaica during the past months. In quarters, however, hope was expressed that the turning point had been reached and there are evidences that the before rather pronounced stringency in financial matters is easing back to normal. Building activity increased in August, but collections in general main slow.

### MEXICO

Business continues dull in Mexico feeling the effect of the world wide decline of commodity prices, particularly for silver and other metals. How Mexico has an advantage in that has been no inflation locally, hence serious failures are expected even though the depression continues indefinitely. Recovery depends on the betterment commodity prices and on general improvement in the United States. Merchants are extending credits on the best firms, and are avoiding inventories.

### PHILIPPINES

Heavy rains in July interfered retail trade, further aggravating the already unfavorable conditions which continued as a result of constantly falling prices and weak demand for Philippine products. The rains also disrupted planting in rice districts, causing the drawal of savings and further difficulty in financing labor payments involved in improvement in rice areas is expected before late September.

### SWEDEN

While business and industrial activity generally record further decrease, Swedish economic situation is still lively favorable. The production of phosphate woodpulp is being drastically reduced and many mills have closed.

**THIS ISSUE**

\*\*\*\*\*

**President's Page**

LELAND W. CUTLER

**Hundred  
Million Audience**

By J. K. NOVINS

**On The Ships**

ROBERT L. SMITH

**Land  
For Industry**

By D. R. PHELPS

**White House Day**

By C. B. DODDS

**Round Table**

**On Tourism**

LIAM L. MONTGOMERY



A N F R A N C I S C O  
U S I N E S S

SEPTEMBER 10

1 9 3 0



“SPEED *and*  
ACCURACY!”

says American Business

TUNE IN on today's answer to the problem of speed and accuracy in your foreign correspondence... Build up your business by RCA RADIOGRAMS. Bring the world to your office door via RCA RADIOGRAMS... Direct circuits to Europe, Asia, Africa, Australasia, Central and South America and the West Indies. No relays...no delays.

USE **RADIOGRAMS**

R. C. A. COMMUNICATIONS, INC.  
28 GEARY STREET, SAN FRANCISCO  
*Telephone* Garfield 4200

*Mark your messages*

*“Via RCA”*

*Quickest way to all the world  
and to ships at sea*



**MONEY  
CAN'T BUY A  
BETTER OIL THAN  
THE NEW  
ZEROLENE**



**LISTEN IN**—Presenting the Standard Symphony Orchestra, The Standard Symphony Hour offers its programs of enjoyable music every Thursday evening from 7:45 to 8:45 p. m. over KFI; KGO; KGW; KOMO and KHQ. Continuing from September 11th., The Standard School Broadcast is to be presented Thursday mornings from 11 to 11:45 a. m.



## *Feather River Canyon* **THEN the Royal Gorge-** **WESTERN PACIFIC**

**S**CENERY will make your eastern trip twice as enjoyable! Take the Western Pacific to Salt Lake City—a stopover there, if you like, for its innumerable one-day side trips. Or, without change of cars, continue through the most spectacular scenery of Colorado—including the Royal Gorge. Low summer round-trip fares to all points East are on sale daily until September 30, with a return limit of October 31.

*The*  
**FEATHER RIVER**  
*Route*



*Get booklets, information and reservations at:*  
**WESTERN PACIFIC TICKET OFFICE**  
 654 Market Street (across from The Palace)  
 Also Ferry Building—San Francisco.  
 Telephone SUter 1651

WESTERN PACIFIC—SACRAMENTO NORTHERN—TIDEWATER SOUTHERN

## *We Hold a* **Round Table** *On Tourism*

By WILLIAM L. MONTGOMERY  
 Assistant Manager, International Trade  
 Department, San Francisco Chamber  
 of Commerce

Mexico City, "City of Palaces," and San Francisco the "City by the Golden Gate," have for years paid neighborly calls on each other. These friendly contacts on occasion have been made through high officials. Take as an example the visits of the late General Obregon, one-time President of Mexico. Sometimes the medium for the call has been by organized good will groups. The 1924 trip to Mexico City by the San Francisco Chamber of Commerce, and the trip last spring sponsored by the Down Town Association are illustrative. But perhaps happiest of all approaches by San Franciscans to the people of Mexico City, and vice versa, because of longer time available for developing intimate acquaintance, have been by young folks going away to school in each other's home city. For decades now boys and girls have come to San Francisco, been placed with families of prominent foreign traders, and educated in our schools. Our students and teachers, in turn, have gone to Mexico City to attend a summer session or a semester or two at the *oldest* university on the North American continent—the University of Mexico. The library of that renowned university has been the source of much that we now know of the conquest and settlement of the Spanish Americas.

A welcome visitor from Mexico City last week was Senor Don Jose J. Razo, vice president of the Confederation of Chambers of Commerce of the United States of Mexico. This gentleman is distinguished also for his labors on the Mexican National Tourism Commission. He was a special delegate to the Pan-American Reciprocal Trade Conference held a fortnight ago at Sacramento. His selection seemed a most happy one, for he has long known us well. Nineteen years ago, he spent his honeymoon at the Palace Hotel. At Stockton, he studied potato culture, and from there to Mexico he took seed potatoes and established what is today the principal potato producing region in that country.

From his people in Mexico City, Jose J. Razo brought to the San Francisco Chamber of Commerce an expression of good will, a wish that Senor Razo might strengthen even further the bonds of amity which already unite us, and that he might be successful in encouraging commercial enterprise through cooperation of his people with San Franciscans.

[continued on page 16]

*Officers of the San Francisco Chamber of Commerce*

LELAND W. CUTLER  
*President*

L. O. HEAD  
*First Vice-President*

J. W. MAILLIARD, JR.  
*Second Vice-President*

B. R. FUNSTEN  
*Third Vice-President*

ALBERT E. SCHWABACHER  
*Treasurer*

*Board of Directors*

- A. M. Brown, Jr.      John R. Cahill
- James A. Cranston
- Leland W. Cutler    Arthur R. Fennimore
- B. R. Funsten
- Wm. H. Harrelson    L. O. Head
- J. W. Mailliard, Jr.
- L. H. Marks          Frederick H. Meyer
- John W. Procter
- Robert C. Reid      Albert E. Schwabacher
- Frank A. Somers
- Louis C. Stewart    Joseph S. Thompson
- J. H. Threlkeld
- A. Emory Wishon    Herman Wobber
- Leonard E. Wood

*Chairmen of Standing Committees*

- A. Emory Wishon, *Agricultural*
- Frederick Baruch, *Appeals*
- Henry Rosenfield, *Arbitration*
- Bliss Herrmann, *Bean Trade*
- Wallace M. Alexander, *International Trade*
- Robert Dollar, *China Commerce*
- Albert E. Schwabacher, *Finance*
- Paul Dietrich, *Foreign Trade*
- Frederick J. Koster, *European*
- Herbert Elocsser, *Domestic Trade*
- R. V. Dewey, *Fresh Fruit Export*
- George P. McNear, *Grain*
- L. O. Head, *Industrial*
- Frederick H. Meyer, *Bridge and Highway*
- Wallace M. Alexander, *Japanese Relations*
- Robert Cabrera, *Latin American*
- Robert B. Henderson, *Legislative*
- J. C. Rohlfis, *Marine*
- Capt. C. W. Saunders, *Maritime and Harbor*
- N. R. Powley, *Memberships*
- Donzel Stoney, *Municipal Affairs*
- L. H. Marks, *Publicity*
- J. W. Mailliard, Jr., *Transportation*

SAN FRANCISCO  
BUSINESS

Published weekly by the San Francisco Chamber of Commerce  
205 Merchants Exchange Building • Phone DAvenport 5000  
Entered as second-class mail matter at the Post Office, San Francisco, California, under the Act of March 3, 1879

SUBSCRIPTION FOUR DOLLARS A YEAR

GEORGE L. NORTH, *Editor*

H. H. DEMPSEY, *Advertising Manager*

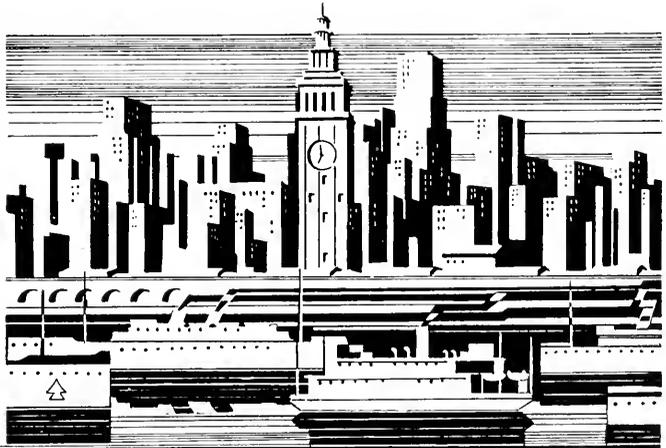
Vol. XX

SAN FRANCISCO, CALIFORNIA, SEPTEMBER 10, 1930

No. 37

TABLE of CONTENTS

	Page
WE HOLD A ROUND TABLE ON TOURISM - - - - -	4
<i>By William L. Montgomery</i>	
THE PRESIDENT'S PAGE - - - - -	6
<i>By Leland W. Cutler</i>	
SAN FRANCISCO'S HUNDRED MILLION AUDIENCE - - - - -	7
<i>By J. K. Norins</i>	
BRING ON THE SHIPS - - - - -	10
<i>By Robert L. Smith</i>	
HEADQUARTERS FOR ELECTRIC HEAT - - - - -	12
<i>By Paul D. Nations</i>	
MORE LAND FOR INDUSTRY - - - - -	14
<i>By D. R. Phelps</i>	
CLAIM THE HERITAGE AND TELL THE WORLD - - - - -	16
<i>By R. B. Koeber</i>	
CURRENT EVENTS IN WASHINGTON - - - - -	18
<i>By C. B. Dodds</i>	
INDUSTRIAL DEVELOPMENT - - - - -	28
TRANSCONTINENTAL FREIGHT BUREAU DOCKET - - - - -	31
FOREIGN AND DOMESTIC TRADE TIPS - - - - -	32



# The President's Page

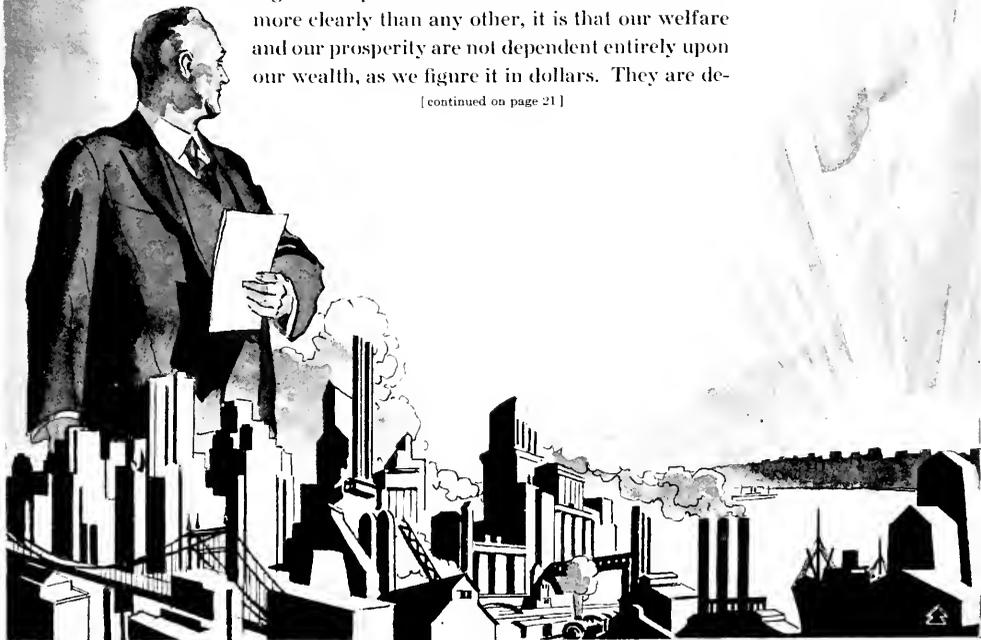
By LELAND W. CUTLER



A FEW months ago, when I assumed the presidency of the San Francisco Chamber of Commerce, I confessed that I knew just enough about chamber of commerce work to be dangerous. I doubt if any man, in so short a period as one year, can learn enough about it to become entirely safe, and I think that until I turn the job over to whomever will have the good or bad fortune to succeed me I will continue to be more or less a hazard. I would rather be that than too safe.

San Francisco, like every other population center in the country, has experienced during the last ten months a period of business depression, from which, I believe, it is now emerging. It is a paradox that our national disturbance should have come simultaneously with our greatest wealth, for the nation has never in its history been as rich as during the last year. If this has demonstrated one fact more clearly than any other, it is that our welfare and our prosperity are not dependent entirely upon our wealth, as we figure it in dollars. They are de-

[continued on page 21]



*San Francisco Easter Sunrise Service on Mount Davidson was heard around the United States, and even on foreign shores, through the medium of a national broadcasting hook-up.*



# *San Francisco's* Hundred Million

By J. K. NOVINS

*Audience*

**A**N "air census," were one to be taken on a grand scale, would no doubt establish one real, outstanding fact.

The world over, San Francisco takes rank as a city which prefers the best in radio broadcasts, more important still, a center which contributes more than a full share to the entertainment and edification of millions. In the far-off vistas, in the eternally frozen north and in the dreadful loneliness of the desert, the Voice of the City by the Golden Gate is heard. Powerful transmission towers, nationwide, even international hook-ups, speed the voice and the message of our city to virtually every country on the globe.

A hundred million listeners! What a record for a city situated more than a thousand miles from the center of our population. And here is a fact that is not generally known. As the Pacific Coast terminus of two all-powerful national broadcasting organizations, San Francisco furnishes the greater portion of chain radio programs for the Pacific Coast. Those programs that are not received from the eastern studios for distribution over the Pacific Coast network, the San Francisco broadcasting stations originate with their own talent and flash over the air channels and direct wire to Los Angeles and San Diego in the south; to Portland, Seattle and Spokane in the north; to Phoenix, to Salt

Lake City, Denver—reaching virtually the entire West.

How many chronic dialers know it for a fact that KFRC, San Francisco owned and operated powerful broadcasting station, daily originates eight hours of musical and other feature programs intended solely for distribution to all of the principal cities on the Pacific Coast as part of the nation-wide network of the Columbia Broadcasting Company? All of these programs are planned and directed by San Francisco men; musicians, vocal artists and histrionic talent are San Francisco's own—many of them known nationally.

San Francisco's place in the field of chain broadcasting is definite, a source of pride to many of us who have watched the kaleidoscopic rise in popularity of national and sectional hook-ups. A survey conducted by our Commonwealth Club not long ago indicated a decided preference for this type of well organized entertainment, more than 70% of radio fans approached on the subject expressing that attitude. It is all the more interesting to observe that the National Broadcasting Company, a recognized leader in chain broadcasting,



DON GILMAN, Vice President  
National Broadcasting Company.

maintains its Pacific Coast division offices in San Francisco. This division operates as an independent unit in the national chain, so much that if it were suddenly cut off from the East, through any one or more causes, programs would still continue to be broadcasted from San Francisco to the stations up and down the Pacific Coast and in the Rocky Mountain states.

Of the 237 programs released weekly through the western network of the National Broadcasting Company, at least 157 originate in the San Francisco studio for distribution to the entire Pacific Coast. That is, almost seventy per cent of the musical programs, radio playlets and timely news features reaching the chain broadcasting company's vast audience in the West, even in Alaska and beyond the Pacific, were enacted with San Francisco talent on top of the Hunter Dulin Building, one of the largest radio broadcasting studios in the world, where some three hundred men and women are regularly employed at an annual payroll of \$1,500,000.

Quality of programs broadcasted from San Francisco cannot be taken as a criterion. Epochal



*The Voice of San Francisco reaches into the schools of the state. A pioneer venture in music education is the Standard School Broadcast.*

programs known the world over have originated here, notably the international radio conversation featured during the recent National Electric Light Association Convention at the Civic Auditorium. No sooner were the words "The City by the Golden Gate" pronounced into a microphone but they were shot through the air lanes and through twenty thousand miles of fine copper wire, to be heard very plainly in Berlin, in London, in thousands of American, European and Asiatic cities and towns—a world-wide radio broadcast.

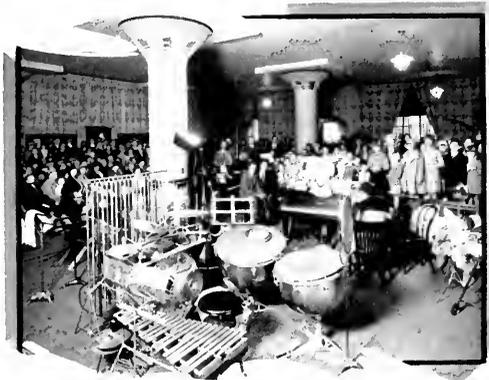
To the thousands of men and women gathered at the Civic Auditorium in San Francisco, and at the World Power Conference in Berlin, the event was an eighth wonder. Clearly were heard the voices of the German engineers as they addressed their words to fellow engineers some six thousand miles away. Then came the voice of Senatore Marconi and Lord Derby from London, and from the comfortable library of his home at West Orange, New Jersey, the halting but clearly spoken words from the mouth of the venerable Thomas Alva Edison. Owen D. Young, chairman of the Board of the General Electric Company, and Mathew Sloan, president of the National Electric Light Association, speaking into the microphone, experienced the exhilarating sensation of addressing an audience a thousand times larger than the one that faced them in the big hall.

San Francisco's Easter Sunrise Service on top of Mt. Davidson, augmented by appropriate musical selections rendered in a local



*Control Booth of KPO showing Control Desk and section of Speech Input Panel.*

*Large studio seen through window.*



*One of the daily 2 to 3 P.M. Happy-Go-Lucky crowds in the KFRC Studios.*

studio, was heard simultaneously on the shores of the Atlantic and beyond the Pacific through the medium of a national hook-up. It was noteworthy that the local artists who contributed to the impressive rendition of this famed event were already well-known to millions of radio listeners—Jennings Pierce who directed the program and offered a word-picture of the impressive scene as sunrise warmed the wooded hillside; Max Dolin, formerly musical director of the National Broadcasting Company; and Eva Gruninger Atkinson, contralto, noted California church and concert singer, veteran of a number of outstanding national radio broadcasts originating from San Francisco studios. These are only few of the local talent that have become well-known to eastern listeners through programs sent from this city, to mention such as Emil Polak, orchestra conductor and teacher of Madame Jeritza, Matzenauer and Marian Talley; Mahlon Merrick, director of the Vagabond Hour, one of the first San Francisco musical programs to have been put on the national network to reach eastern listeners. The list is by no means exhausted. There is Walter Beban, saxophone player and comedian, who is heard transcontinentally from the San Francisco studio of the National Broadcasting Company. Little Billy Page, boy star



*Behind the scenes in a San Francisco broadcasting studio. A \$100,000 Music Library catalogues the tastes of San Francisco audiences.*

# Bring *on the* SHIPS!

By

ROBERT L. SMITH

**T**HE determined bidding of San Francisco Bay shipyards for

some of the major shipbuilding contracts about to be awarded in connection with the Shipping Board loans has quickened the inherent interest that every San Franciscan has in the activities of the city's harbor.

The San Franciscan has learned that more than a score of ship construction contracts are under consideration in Washington. He knows that already one San Francisco Bay shipyard has submitted the low bid on a \$1,095,000 liner for the Red D Line's New York-Caribbean trade. He knows that at the present time San Francisco Bay shipyard officials are anxiously awaiting the opening of bids for the construction of four \$1,000,000 liners for the Panama Mail Company's California-New York runs.

He also is aware of the fact that San Francisco Chamber of Commerce committees and other bay civic leaders are united in insisting that San Francisco gets its share of shipbuilding contracts.

This aggressive bid for shipbuilding contracts is based, however, upon much more than civic pride. San

**Francisco Bay shipyards can and are building ships as fine as those built at any other shipyard in the nation.** San Francisco Bay, with five out of the six active shipyards on the Pacific Coast, today boasts of shipbuilding as one of its major industries.

These five plants are now building ships that are winning praise alike of government officials and hard-boiled steamship operators. They are employing nearly 4000 skilled workmen, and paying them approximately half a million dollars a month in wages.

In the last two years, starting with the Waialeale, a \$1,500,000 passenger liner for the Hawaiian inter-island trade, the San Francisco Bay shipyards have completed or are finishing seven major shipbuilding jobs.

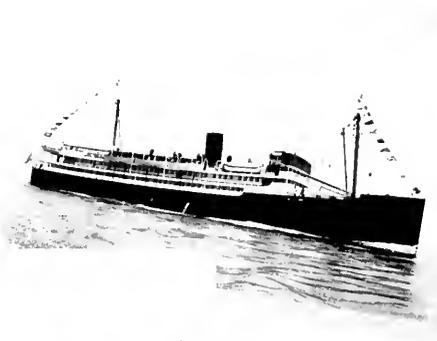
The Waialeale, a sister ship the Hualalai, and a \$1,000,000 freighter were built at the Potrero plant of the Bethlehem Shipbuilding Corporation for the Inter-Island Steamship Company of Honolulu.



Four large ships under construction in a San Francisco Bay plant. In the foreground, two nearing completion. The two in the center are in the early stages of construction.



*Coast Guard Cutter Itasca, one of the finest vessels of its type ever built. A product of San Francisco Bay.*



*The Hualalai, built on San Francisco Bay at a cost of \$1,500,000 for Hawaiian inter-island trade.*



*A busy day on the waterfront. The Bethlehem plant, San Francisco.*

Two Coast Guard cutters, the Itasca and the Sebago, the finest types ever built by the Coast Guard, have been launched from the General Engineering and Drydock yards at Oakland, and accepted by the Government. Two more sister ships, the Shoshone and the Saranac, are ready for their trial runs. The General Engineering and Drydock has its main offices in San Francisco.

These seven vessels represent an expenditure of more than \$8,000,000, with the largest portion of this sum paid in wages to San Francisco Bay workmen and to San Francisco jobbers and manufacturers. This \$8,000,000 is in addition to the sizable yearly budget required to keep operating crews at all five plants.

San Francisco then is ready to build more ships, and is mobilizing its civic forces through the San Francisco Chamber of Commerce committee headed by Warren McBryde, to cooperate with George Armes, president of the General Engineering and Drydock Company, and A. S. Gunn, general manager of the Bethlehem Shipbuilding Corporation, who have been in Washington seeking new contracts.

The building of the Panama Mail boats in San Francisco yards, for example, would mean \$10,000 a day in additional payrolls over a period of two years, they point out.

The importance of labor in a shipbuilding job is emphasized by a recent report of the National Council of American Shipbuilders, which shows how the shipbuilding dollar is expended:

**STEAM VESSEL**

Material .....	50.2%
Labor .....	39.94%
Insurance fees, taxes and depreciation .....	5.36%
Freight .....	1.5%

In a motor vessel the division is about 60% for material and 31.2% for labor, due to the assumption that while the engine for the steam vessel is built in the shipyards, the Diesel engine for the motor vessel is built by some company other than the shipyards.

The labor in the shipyard itself is not all, however, for the major sum spent for materials eventually finds its way to the workmen's pay check. For example, the steelmaker pays about 75% of the total cost of steel for labor, the railroads expend about 41% of freight costs for labor, and every other item of material involves the payment of a corresponding large percentage of its cost for labor. The net result is that of a total cost, of say \$1,000,000 for a vessel, about 78% goes to American labor, composed of almost every known craft.

Into the building of a modern ship go the products of nearly every industry: iron and steel and products, textiles and products from awnings to linoleum, lumber and allied products, leather, rubber, paper and printing, chemical supplies, stone, clay and glass products, metals, electrical machinery, railroad, marine and automobile transportation, and food and kindred products. Even bank, insurance, building and loan, real estate, hotel, merchandising, bonding and advertising businesses are affected.



*Manufacturing portable heaters in the new San Francisco factory of the Wesix Company.*

# Headquarters for Electric HEAT...

By PAUL D. NATIONS

**C**REATING natural temperature for tropical fish . . . maintaining correct tone for pipe organs . . . hatching and brooding baby chicks . . . dehydrating fruits and vegetables . . . supplying sanitary conveniences to government workers in the canal zone.

These are some of the usual and unusual everyday jobs performed by the products of one of San Francisco's most rapidly growing industries—the manufacture of electric heating equipment.

In the last 10 years California has risen to second place in both the production and consumption of electric power with a gain of 137 per cent and with a yearly output of nearly nine billion kilowatt hours, which equals 9 per cent of the total output of the United States.

Contributing to this unprecedented growth in power production and consumption has been the production of electrical machinery apparatus and supplies. More than 115 establishments in California employ 3500 men, pay them four and a

quarter million dollars a year, and turn out products valued at more than 30 million dollars.

Of these 115 establishments, San Francisco boasts the biggest plant in the world devoted exclusively to making electric heating equipment—the new factory of Wesix, Inc., at First and Harrison Streets.

Wesix, and the Majestic Electric Appliance Company at 590 Folsom Street, produce over a million and a quarter dollars' worth of major electric heating equipment. This constitutes almost the entire production of major electric heating equipment in San Francisco.

The story of Wesix is indicative of the growth of electric heating equipment manufacturing in San Francisco. It covers a period of a little over ten years from the time a few experimental heaters were installed in San Francisco homes until today, when the company has four major distributing and manufacturing plants in San Francisco, Los Angeles, Seattle and Birmingham, and is finding a

ready market for its products overseas, particularly in Latin America.

Wesley Hicks started making electric heaters in a small way in 1919. Today his company employs 75 men at its San Francisco plant, pays them \$175,000 a year, and produces a million dollars' worth of major electrical heating equipment. Most of the supplies are purchased in San Francisco.

The obstacles overcome by Mr. Hicks, inventor of the electrical products that bear his name, and now president of the company, constitute an interesting industrial story. A few years ago, leaders in the electrical utilities frowned upon electric heating because of their theory that electric heating would never be practicable at any rate.

Today these same utilities companies handle a large part of the distribution of electric heating equipment, and the manufacturing directorates contain a liberal representation of the outstanding figures of the power industry.

"Years of utility experience in the commercial department, contacting the consumer, showed that people were interested in the heating of comfort problem as well as in cooking convenience," Mr. Hicks said. "The public even then was thinking years ahead in simplified heating methods.

"At first we had to face high rates and the opposition of the largest electric and gas utilities, but the consumer acceptance and enthusiasm for elec-

tric heaters brought about recognition from the utilities and a gradual reduction of rates."

Foreign markets for electric heating equipment have been limited by the comparative shortage of power facilities in other parts of the world, and the development abroad has been largely pioneered by men from the United States. But in recent months, water heaters from San Francisco factories have been shipped to many foreign countries, particularly to Central and South America.

Paralleling the Pacific trade is the market of the southern states, which have a climate similar in character to the Pacific Coast. This mild climate is well adapted to the use of electric air heaters. Florida, particularly, has long provided an active market, according to C. A. Russell, general sales manager of Wesix, Inc.

Originally designed for, and still mainly used for homes, the products of the Wesix have been called upon for many unusual services. The Matson Navigation Company at San Francisco keeps the waters of its aquarium of multi-colored tropical fish heated with Wesix equipment; the pitch of the organ pipes at the world famous Fox Theatre in San Francisco is kept uniform day and night with Wesix equipment; while in the Canal Zone, hundreds of Wesix heaters are used in hospitals, schools, and homes.

Next to homes, the most ready market for the

[continued on page 21]



Factory of the Majestic Electric Appliance Company.

Another view of the Majestic Electric Appliance Co. factory.

An interior of the Wesix factory.

# More Land for Industry

**M**ARKING a new era in San Francisco's industrial develop-

By Davenport R. Phelps  
Asst. Manager Industrial Department  
San Francisco Chamber of Commerce

last June by the State Harbor Commission to provide facilities for another important commodity handled

ment, work on the Islais Creek Reclamation project is the first step in the creation of a heavy industrial district which within a few years will be alive with industries, workers, and water and rail commerce.

Surrounding this 280-acre area will be similar industrial projects served by deep water channels; the Santa Fe, Southern Pacific, State Belt, and Western Pacific railroads; and broad industrial boulevards. In addition to the Western Pacific service, the district will have available the service of the Great Northern Railway following the completion of the Western Pacific line up the San Francisco Peninsula.

Beginning at the proposed new Third Street Bridge over Channel Street and continuing to Hunters Point the entire southern portion of the industrial district is eventually to be rehabilitated. The new \$550,000 bridge will permit the extension of the State Belt Railway to Illinois Street. Illinois Street will be widened to 100 feet from Fourth Street to a point just north of Islais Creek and will provide not only an industrial boulevard but, also, a right of way for a connection between the present Belt Railway and Islais Creek.

A lumber terminal is to be built on either side of Islais Creek capable of handling ten million feet of lumber monthly, which will solve the serious traffic problem for many years to come, since under the proposed plan the docks on Islais Creek will be served by the State Belt Railway and will be accessible to all rail lines. This terminal will relieve the congestion which now hampers lumber handling over other docks controlled by the State Harbor Commission.

A fifteen-acre site is being developed on the north side of and to the west of Islais Creek as a central lumber handling point for the McCormick Lumber Terminal. The company, which recently moved to its new site, is now using a 1900-foot dock on the south side of the channel. Upon the completion of the new seawall and docks, the terminal project will have 1700 additional feet of docking space, as well as a 325-foot bulkhead which can be used for the same purpose. When fully operating, the terminal will have 4000 feet of docking space.

Construction of an additional \$200,000 extension to the Islais Creek grain terminal was authorized

over the Islais Creek wharves.

Using the grain terminal as a base, grain dealers have concentrated their Pacific Coast trade in this port for many years. Despite the fact that less wheat is now grown in the West, the traffic has steadily increased, due particularly to foreign shipments of barley.

The barley is a very special type, grown only in California, and is highly prized by English and German brewers, to whom most of the shipments are consigned.

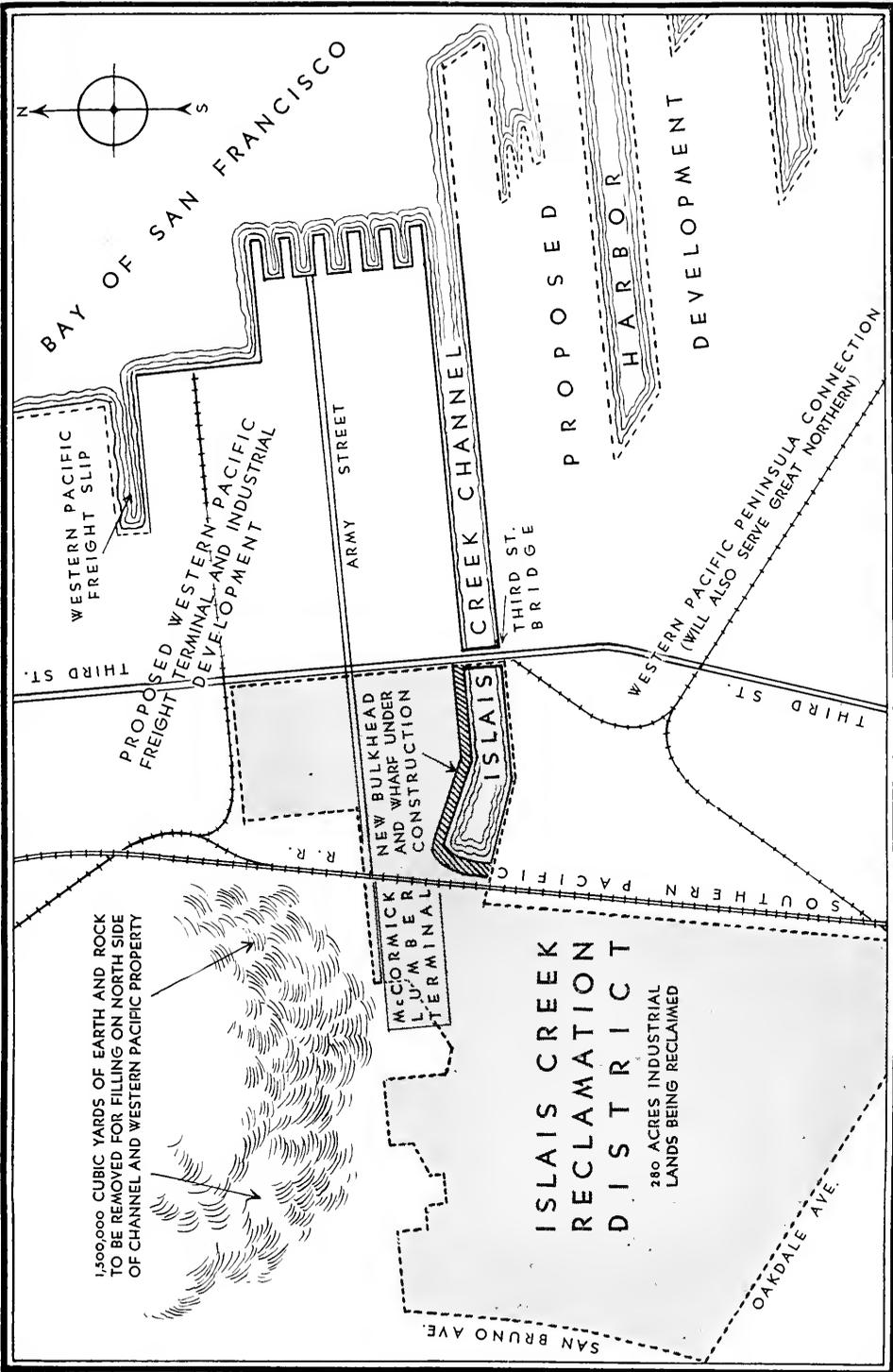
In the Islais Creek industrial district large areas are now available for industrial development and should all be in readiness for industry within the next two years. At the northern and easterly boundaries of the district, 23 acres are to be developed for the Western Pacific Railway for industrial terminal properties, while a similar area will be improved by the railroad company on the west side of the 23-acre plot through the removal of one and one-half million yards of rock and earth from the hillside for the Islais and another Western Pacific project. The latter project provides for the reclamation of lands east of Third Street and out to pier head line. Along this line the State Board of Harbor Commissioners proposes to develop new docks and wharves on either side of the Islais Channel from the proceeds of the \$10,000,000 bond issue if carried in the November election.

## Islais Creek Reclamation Project.

The Islais Creek Reclamation District involves the reclamation of 280 acres of tide land bounded approximately by Third Street, 25th Street, Iowa Street, Army Street, San Bruno Avenue, Oakdale Avenue, Quint Street, Southern Pacific Railroad Company's trestle and the southerly line of Islais Creek Channel to Third Street.

Although a great many of the property owners have filled parts of the area of the district at their own expense, an arrangement being provided whereby the district credits the value of the fill on their assessments, no work until recently has been done under contract by the district. This was officially commenced September 3 when dredging was started on the Islais Creek Channel.

Under the plans of the district a rock seawall will be built 40 feet deep at mean lower low water, which will allow 30 feet of water below mean



Islais Creek—a new district being prepared for new industries.

# *Claim the* HERITAGE *and Tell the* WORLD!

By R. B. KOEBER

*Manager Research Department, San Francisco Chamber of Commerce*

**T**HE 1930 Preliminary Population Census has established a population of 11,885,008 in the eleven western states. This is a 33.5 per cent increase since 1920. This rate is more than double that for the United States, which was 16.1 per cent during the same period.

California is now reported with 5,672,009 people, an increase of 65.5 per cent. This rate of growth is practically four times that of the United States and twice that of the western market.

The Pacific Coast is reported with a population of 8,886,667 or an increase of 47 per cent. Practically three times that of the United States. The Pacific Coast contains two-thirds of the western population.

Within a 75-mile radius of the four leading trading centers of the Pacific Coast there is 74 per cent of the population of the three Pacific Coast states, and 51 per cent of the entire population of the West.

Outside the 75-mile radius of these four cities in the marginal trade territory of their district, there is nearly one-half million people in each of the three areas, Seattle, Portland and Los Angeles. But

there is three-quarters of a million in the San Francisco marginal area, or 750,000 people.

The Washington-Oregon area now has a population of 2,514,658 people, or 30.7 per cent of the Pacific Coast population; the Central Coast area 2,656,762 or 32.5 per cent; and the Southwest area 3,015,247 or 36.8 per cent.

The position of the San Francisco metropolitan area is unequaled, located as it is in the heart of the Central Coast area, which as this term implies, is in the central trading area of the Pacific Coast.

Industry, trade and commerce are recognizing this incomparable strategic position of the San Francisco metropolitan area where the Pacific Coast median lines of population, agriculture, industry and finance join hands.

These factors augmented by the important transportation developments now underway, a new fuel in the form of natural gas, and other contributing factors of great importance, bid fair during the next decade to bring to the 1,580,700 citizens of the San Francisco metropolitan area an opportunity to "Claim the Heritage and Tell the World."

---

## *We Hold a* ROUND TABLE *on* TOURISM

[continued from page 4]

Grouped around Senor Razo at the Chamber of Commerce last week was a round table on tourism. To many readers, tourism is a new word. The dictionary recognizes it, but indicates it is rare, and defines it as "traveling for recreation." In recent years, the word has come more commonly into use, and is now understood to mean the industry of organized hospitality.

The reader's attention is invited to some interesting and pertinent facts relating to tourism made available recently by the United States Bureau of Foreign and Domestic Commerce.

In Cuba the tourist trade is on a par with the tobacco industry, being exceeded in value only by the sugar crop.

In Europe touring is no less important an industry; professional hospitality is yielding large sums to Germany, France, Italy, Switzerland, and other countries. Tourism is the main industry of Switzerland and the prime source of income. There, the

sale of "travel" is a well understood and efficiently executed occupation. So important do the French consider this traffic that they are reported to have appropriated over \$1,200,000 for advertising abroad the beauties and attractions of "la belle France," while Germany, it is said, spends even more for tourist publicity.

No doubt Americans are today the greatest travelers in the world. The great war proved a tremendous stimulus to travel, partly because of prosperity, partly because depreciated European currencies made travel especially attractive to the holder of dollars, and partly, also, because the war further directed American attention to the attractions of Europe. United States trade, furthermore, expanded, and concomitantly the growth of commercial traveling. The manufacturer in the interior of America began to realize that the names he had learned in his school geography were those of real, live places. Orders from Java for typewriters or

[continued on page 19]





# C urrent Events in Washington

By C. B. DODDS

*Washington Representative  
San Francisco Chamber of Commerce*

**W**HAT sort of a man is the present occupant of the White House and how does he spend his day?

This is a question that comes unconsciously to the average American, as he reads in the daily newspapers of the many problems facing Herbert Hoover. He may wonder, too, how one pair of shoulders could bear the strain, with one problem solved only to have a dozen others spring to the fore to demand attention.

It should be borne in mind, however, that while the final decisions are made by the President, he has nevertheless a corps of specialists, advisers, and researchers who collect all the facts, laying everything before the Chief for the decision. Still the President's day is a very busy one, with all of this expert help that is his to command. Some leading eastern executives, who are more or less intimately acquainted with the busy hours which President Hoover has to spend at his desk, have been heard to say that probably few American business or professional men spend the time that the President does in handling their jobs. Certain it is that the President works harder than the average man, and not only harder, but faster and under the strain of more responsibility.

How does he work and how does he allocate the hours of the day?

First, he is up and about long before the average Washingtonian. This is generally around daylight, except in the long days of the summer when 6 A. M. usually will suffice. He strolls out to the White House lawn in an athletic suit, and there greets a group of friends. In this group are his intimate friend and secretary, Lawrence Richey; his friend and adviser, Associate Justice Stone of the Supreme Court; and specially invited

guests, such as Mark Sullivan and William Hart, newspaper feature writers. There on the lawn, behind a protecting hedge and shrubs, the President of the United States picks up a medicine ball and tosses it briskly to a fellow player. Once the ball is in motion, the game is a speedy one. It is no "old fat man's game" by a long shot. In fact, once a Washington correspondent reported that Justice Stone was to be eliminated from the game because he was too fast for the others. Stone, as the story ran, being an old footballer and vigorous in athletics, although plump, put too much pep into the play. This brought vigorous denials as no one cared to be "shown up" as soft and weak by even an Associate Justice of the United States Supreme Court. The report was never confirmed, and Stone continues his morning exercise on the White House lawn.

After a hearty work-out from twenty minutes to a half hour, the players repair to White House shower baths. After a vigorous rub-down and some horseplay they sit down to a White House breakfast. This is usually a hearty meal, as may well be imagined after the exercise of the morning. Not infrequently, the President has additional friends, not addicted to medicine ball, put their knees under the breakfast table. Many important decisions are made at these breakfasts with Cabinet members, Senators and high governmental officials sitting in.

After breakfast, the first cigar of the day, which will be followed by many others before the last one, is taken from a fancy box. Some guests have been known to ask for a chew of tobacco and have been accommodated. The President, it is said, has even been known to walk over and to pick up a cuspidor and set it beside an acquaintance who could make good use of it.



*A group of Mexican delegates to the recent Pan American Reciprocal Trade Conference in Sacramento. Senor Razo is the central figure in the front row.*

## *We Hold a Round Table on Tourism*

[continued from page 16]

from South Africa for shaving cream have done their part in awakening a desire to visit those lands.

In 1927, according to the Balance of International Payments of the United States, American tourists expended no less than \$729,000,000 in foreign traveling. This expenditure—in the Balance of Payments called "invisible imports"—was greater than United States imports of merchandise from any single country. It was much greater than our \$358,000,000 of imports from Canada, where alone our tourists spent over \$197,000,000, or our \$168,000,000 merchandise imports from France, where our tourists left \$190,000,000. Compare this latter figure with \$142,000,000, representing total United States merchandise imports from France, or with \$277,000,000, the amount of total visible American exports to that country.

All phases of this important industry—tourism—were well represented at our round table. There were present responsible officers of the railroads, steamship companies, foreign trade houses, hotels and banks. Californians, Inc., and the California State Automobile Association also were identified in the group. The Mexican Government was represented by its San Francisco consul. Representatives of the Chamber's Department of International Trade and newsgatherers completed the circle.

Following his introduction by Mr. Robert Newton Lynch, the round table chairman, our friend, Senor Razo, prefaced his statement by inviting the group's attention to the fact that the Mexican Confederation of Chambers of Commerce had placed itself at the side of the Government, ably presided over by Engineer Pascual Ortiz Rubio. "Now as seldom before," stated Razo, "the Mexican Government depends upon the moral and material help of the elements contributing in a large way to the development of the economic life of the country."

Moving rapidly into his subject, Razo continued: "All over Mexico, generally speaking, a current of enthusiasm over tourism has begun to flow. I am convinced that the easiest way of cultivating those necessary mutual acquaintanceships and that happy understanding among nations is the development of international currents of tourism.

"It is my great desire—and the desire of the institutions I have the honor to represent, and generally speaking, of every good Mexican—that all Californians, for whom we feel the closest attachment, should visit and know us well. Thus will Californians succeed in appreciating us in the same way that we become aware of your virtues when we visit you. Our prejudices, whether real or imaginary, will then be erased, or at least diminished. Then there will be

fostered a growing sincerity of esteem and mutual loyalty that should prevail between two countries placed by the Almighty side by side."

Having thus evaluated tourism, the round table's attention was focused on handicaps to its development. Many San Franciscans may be agreeably surprised to learn that obstacles to the development of tourism in Mexico are being rapidly overcome. Mr. C. C. Cottrell, engineer with the California State Automobile Association, told what his and its sister organization, the Automobile Club of Southern California, have done to encourage construction of highways down the West Coast of Mexico. Five cars of the Southern Club just last year made the first through run from the border south down the West Coast to Mexico City. Aided by a United States Government appropriation of \$50,000, a highway survey from the Guatemala-Mexico border, through Central America is now in progress. The time is not now far off when a highway of connected links will run from the Arctic Circle to Cape Horn, the southernmost tip of South America.

A five-year road construction program calling for an outlay of eighty million pesos has now been progressing for some time in Mexico, according to Mr. Eduardo D. Peralta, popular former Mexican Commercial Attache for the Pacific Coast of the United States. Already the road

[continued on page 20]

## Round Table

[continued from page 19]

is passable from Laredo, Texas, to Mexico City. An East-West highway across Mexico from the gulf to the Pacific Ocean is open for traffic. Much of this appropriation is being spent on a net work of good roads radiating in all directions from Mexico City. These roads are helpful to a fostering of tourism throughout the several Mexican states, because the current, important archeological finds ranging from the city limits of Mexico City to Chichen Itza and to other areas offer a treasure trove of interest to all delvers into past civilizations. Through Church-

ward's "The Lost Continent of Mu," in the Pacific, the civilization of the Mayas is linked up with the civilization flourishing thousands of years ago in Angkor, Cambodia, in that area now situate between Bangkok, Siam, and Saigon, French Indo-China. Even the pyramids of Egypt and the civilizations once located at the several cataracts of the Nile have much in common with what lies buried in the mists of antiquity in Old Mexico. Can it be only a coincidence that a word for sandal is pronounced by the aborigines of Mexico the same as by the Japanese of today, who also use the same word for the same article? The Spanish spelling is *Jaurache*, the Japanese-English is *warache*; both are pronounced similarly.

It is Mr. Lynch's view that whatever is done in the Middle West and East to encourage travel to Mexico will also be good for California, for it will be the natural thing for tourists to make a circle tour and take in California during the same trip.

Mr. F. N. Puente, San Francisco representative of the National Railways of Mexico, told of what his road and the Missouri Pacific and Ward Line, the latter a steamship line operating from New York to New Orleans, thence to Vera Cruz, are doing to aid the community building force of tourism between our country and Mexico.

"Through Pullman service between California points and Mexico City is now supplied by the Southern Pacific in Mexico," according to Mr. N. Kinnell, Assistant General Passenger Agent of the Southern Pacific. As funds permit, his railroad is exploiting, by advertising, the values available for tourists in visits to Old Mexico, values in history, culture, and in natural wonders. "One rich field for tourist prospects, not yet thoroughly tilled, is the school teacher class. For nine or ten months of the year, teachers work and save for the self-improvement and pleasure afforded by travel during their free weeks of the year. Mexico is attracting more and more of this class of traveler each year," concluded Kinnell.

"We are witnessing in this country a growing interest in things Mexican—in things Spanish. This is evident in the urge to know about early California life and living. It is evident in the hunger to trace early California back to its source, back to Old Mexico," was the statement voiced by Mr. John Cuddy, Manager of Californians Inc. "With the renaissance in Mexican literature, painting and others of the arts, which we are now experiencing, there is a splendid opportunity to capitalize on this awakening. Tourism will be fostered by adequate propaganda embracing information on the historical background. What to see, where and how to see it, is the message needed to lure the prospective tourist. Complete information on hotel accommodations, golf and other sport facilities, is required," concluded Cuddy in response to Razo's request for suggestions to develop tourist travel to and from Mexico.

Mr. J. H. Polhemus, member of the long-established San Francisco foreign trade firm of Hamberger-Polhemus Co. added his suggestions to Cuddy's. "Combination of plane and rail will make it easier to see Mexico. The handicap of a day's dusty travel by rail south from El Paso is discouraging. Trains both from New Orleans and San Francisco arrive at El Paso in the morning. A plane ride during the afternoon would avoid the usual unattractive first day's ride out of El Paso. Beyond that hurdle of barren lands one enters a region of remarkable beauty. Close by the car window, grass appears a yellowish green. At a middle distance it appears more lush, and towards the horizon it melts into the purple of the hills. The panorama is unbroken by fences. Here and there one

### The world's lowest priced

## VALVE-IN-HEAD STRAIGHT EIGHT

FROM **\$1025** F. O. B.  
FLINT, MICH.

THE NEWS that one of Buick's four series of Valve-in-Head Straight Eights lists as low as \$1025 to \$1095, has inspired instant decision to buy among thousands of motorists who have long aspired to Buick ownership.

Here is a big, roomy Straight Eight providing performance, appearance and roadability far surpassing even its great predecessors . . . and bearing the lowest price at which any Valve-in-Head Straight Eight motor car has ever been offered!

This extra-value Eight—priced fully \$200 lower than last year's Buick Six—has all of the extra power, swiftness, smoothness and flexibility of the new Buick Valve-in-Head Straight Eight Engine, shared by Buick's three other series.

It presents new Insulated Bodies by Fisher, skillfully insulated, like a fine home, against heat, cold and noise . . . new Engine-Oil Temperature Regulator, assuring cooled oil even at 75 miles plus . . . new Air Intake Silencer . . . new Ring-Type Torsional Balancer . . . as well as many other important advancements.\*

You have long wanted the extra performance, luxury and reliability of Buick . . . two to one sales leader in its field. Now you can easily own The Eight as Buick Builds It . . . made in four series ranging from \$1025 at factory, payable on extremely liberal G. M. A. C. terms. See the Buick Eight—drive it—and know its greater value!

### HOWARD AUTOMOBILE COMPANY

SAN FRANCISCO — LOS ANGELES — OAKLAND — PORTLAND

FOUR SERIES		
\$1025	STRAIGHT	\$1535
\$1095	8	\$1565
\$1285		\$1610
\$1355		\$2035
ALL VALVE-IN-HEAD		

\*Ask your Buick Dealer, or write direct to the factory, for an interesting booklet describing in detail the many new features of The Eight as Buick Builds It

THE EIGHT AS **BUICK** BUILDS IT  
WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM

[continued on page 24]

# Headquarters for Electric HEAT

[continued from page 13]

electric heating equipment has been found in schools and on farms. California leads every other state in the nation in the number of farms served by electric light and power companies. Every other California farm is electrified, while for the nation, only one out of twelve farms is electrified.

These San Francisco heaters are finding an increasing use on the farms for brooding and hatching chicks, particularly in the egg-basket district north of San Francisco, and for dehydrating fruits and vegetables in the orchard sections of the state. It is interesting to note that these electrically dried fruits will find their way to San Francisco warehouses within a few weeks to be loaded aboard electrically driven ships and sent out to world markets.

The successor to the little red school-house is rapidly adopting electric heating equipment. Watsonville's schools are among the largest users of the San Francisco electrical equipment. The total of grade and high schools and junior colleges in California using San Francisco-made heating equipment now numbers many hundreds.

One of the recent and most unusual problems overcome by Wesix has been the development of an automatic temperature control that would not interfere with radio reception. Another major development has been a new baseboard heater which supplants the baseboard of a room and may be installed for any desired capacity.

*It Always Pays to Advertise!*

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 111,500,000.—

EXPORTERS and IMPORTERS are invited to avail themselves of our services, especially with the Orient

SAN FRANCISCO BRANCH  
415-429 SANSOME STREET

T. SAKURAUCHI

# The President's Message

[continued from page 6]

pendent upon organized effort, organized energy and, above all *organized confidence*. Our destiny as a community must be determined by our community attitude toward our problems and our readiness to meet them with organized intelligence, enthusiasm and unselfishness.

Now, with the passing of the clouds, the time has arrived when the people of San Francisco must decide whether their city is to keep pace with the progress of its neighbors and whether they are to assume their share of the responsibility for its future. San Francisco will hit its stride when more of its people realize what its chamber of commerce is striving to accomplish for them, and give it more support and more confidence than they have given it in the past. There is no doubt that the progress of San Francisco is dependent largely upon the work of its chamber of commerce, and that the effectiveness of its work is in exact ratio to the number who contribute to it. If all of those who have sought to weaken the chamber of commerce by their criticism had strengthened it by their support, financially and morally, we would have gone far further and accomplished more. We cannot change the past, but we *can* determine the future, and there is no better time than the present to throw away our hammers and tongs and get new horns.

The San Francisco Chamber of Commerce has but one fundamental reason for its existence, and that is the promotion and the stimulation of those factors which are vital to our community welfare. That is of direct and personal importance to every individual in the community and demands his encouragement and his cooperation.

In the course of an address in Manila recently, a distinguished San Franciscan observed that the places doing the most tourist business are the places having the most loyal citizens. That does not apply only to tourist business; it applies to *every* type of business. The place having the most constructive chamber of commerce has the most loyal citizens. A chamber of commerce after all is merely the instrument set up by a community through which it strives to elevate its standards.

On all sides are evidences of community development; great government works representing millions of dollars; reclamation projects; bridges; highways, all started during a period that we call a depression. They are only a beginning. The "return to normalcy" is already developing a new area of community competition; a new opportunity for community loyalty. We must adjust our viewpoint to new and widening horizons. We must throw away our hammers and tongs.

## San Francisco OPERA COMPANY

⌈ Eighth Annual Season ⌋

### CIVIC AUDITORIUM

GAETANO MEROLA, General Director—WILFRID L. DAVIS, Business Manager

- Sept. 11 MANON (French)—Mario, Gigli, Picco, D'Angelo, Sandrini, Oliviero.
- Sept. 12 SALOME (German)—Jeritzta, Manski, Atkinson, Rayner, Thomas.
- Sept. 13 LA TRAVIATA (Italian)—Clairbert, Gigli, Viviani. Ballet arranged by Oukrainsky.
- Sept. 15 GIRL OF THE GOLDEN WEST (Italian)—Jeritzta, Marlo, Jagel, Viviani, Oliviero, Picco.
- Sept. 17 LA BOHEME (Italian)—Mario, Farncroft, Gigli, Viviani, Pinza, Picco.
- Sept. 19 HAENSEL AND GRETEL (German)—Mario, Manski, Atkinson, Sandrini.  
A NAUGHTY BOY'S DREAM (French). (American Premiere.)—Mario, Farncroft, Atkinson, and others.
- Sept. 20 CAVALLERIA RUSTICANA (Italian)—Jeritzta, Atkinson, Jagel, Viviani.  
I PAGLIACCI (Italian)—Jeritzta, Rayner, Thomas, Picco, Paltrineri.
- Sept. 22 MIGNON (French)—Mario, Gigli, Clairbert, Marlo, Pinza, Paltrineri, Sandrini. Ballet arranged by Oukrainsky.
- Sept. 23 TANNHAUSER (German)—Jeritzta, Manski, Rayner, Thomas, Pinza. Ballet arranged by Oukrainsky.
- Sept. 25 FAUST (French)—Hampton, Jagel, Pinza, Thomas. Ballet arranged by Oukrainsky.
- Sept. 27 SALOME (German)—Jeritzta, Manski, Atkinson, Rayner, Thomas. Oliviero. MATINEE.
- Sept. 27 LUCIA DI LAMMERMOOR (Italian)—Clairbert, Gigli, Viviani, D'Angelo, Oliviero. Ballet arranged by Oukrainsky. EVENING.

*Seats Now Selling*

SHERMAN, CLAY & COMPANY

## Our Hundred Million Audience

[continued from page 9]

of the National Players, has been on numerous coast-to-coast programs originating here, and regularly receives fan-mail from the far-scattered parts of the United States. Other local names well known on the airway across the continent are: Irving Kennedy, lyric tenor; Clarence Hayes, wizard of the banjo; and Peggy Chapman, the inimitable crooner, not to forget mention of the now nationally known Coquettes, who delight vast radio audiences—Imelda Montagne, Marjorie Primley and Annette Hastings.

Meredith Willson, internationally famed flutist and musical director of our KFRC, has "appeared" before every important radio audience in the United States. Another San Francisco's own is Robert Olson, former grocery salesman, now Majestic Radio star, and our "Mac"—Harry McClintock also of the KFRC network staff, whose ballads have been immortalized on scores of radio and phonographic renditions. "Mac" was discovered by a San Francisco department store magnate along the Embarcadero, where the now noted balladist then performed the humble duties of a Belt Line tender. And, lest we forget, we have in our midst the world's highest paid master of ceremonies of radio land, none other

than Hugh Barrett Dobbs, intimately known to millions the country over as "Dobbsie," who broadcasts daily over KPO. Adventurer, picturesque gold-rusher of the Yukon, "Dobbsie" discovered his million-dollar talent less than five years ago—in a radio broadcasting studio at Fifth and Market. Today his salary exceeds that of the President of the United States. His personal files bulge with a million fan letters. For he broadcasts daily to the entire Pacific Coast, a nationally known program sponsored by the Shell Oil Company, whose headquarters are in San Francisco. And it is taken for granted that in time to come the "Shell Happy Time Hour," now a fixed institution in the West, will be nationalized on the network, thereby achieving another crowning glory for San Francisco, the radio center of the West.

A community with a proud record of culture, in music, art and literature, which gave to the world its David Belasco, its David Warfield and Maude Adams, does not bear lightly the responsibility of fostering only the best, be the medium the stage, concert hall or short wave. It is no wonder, then, that the type of radio broadcasts originating here has been recognized everywhere as exemplifying the good taste of San Franciscans and their eagerness to share the world's spiritual goods with their fellowmen. That we "know how" when it comes to keen appreciation of classical renditions is emphasized in a survey recently conducted by the sponsors of a weekly symphony concert transmitted from San Francisco. A corps of investigators telephoned to two thousand homes in the bay district with the query: "If you are listening on the radio at this moment, will you please state the particular program that you have tuned in?" Final check of the questionnaire showed that 62% of those queried had been interrupted in the act of listening to a symphony program of distinctive classical value. Part of the equipment of a radio broadcasting studio in this city is a music library which represents an investment of a hundred thousand dollars, exceeding by far the cost of

# FIRST CLASS ROUND THE WORLD AS LOW AS \$1110

HOME TOWN  
TO HOME TOWN

On the famous President Liners you enjoy all the freedom, all the luxury of a cruise on a private yacht.

Stop over where you please within the two-year limit of your ticket . . . visit Japan, China, the East Indies at your leisure, glimpse the fascinating, far-off corners of the world, and then—continue your travels on another President Liner as you would on another train.

And this acme of travel experience—with comfort, accommodations, service second to none—is yours for as little as \$1110! Spacious cabins with real beds, delicious meals, and an unforgettable trip Round the World in 85 days, or two years, as you like.



Complete information from any steamship or tourist agent.

## DOLLAR STEAMSHIP LINES

Robert Dollar Building, San Francisco. Phone DAVenport 6000.  
406 Thirteenth Street, Oakland. Phone HOlliday 8020



### INFORMATION SAILING S

You may start from New York, Boston, Los Angeles or San Francisco. Every week a palatial President Liner sails from Los Angeles and San Francisco—via the Sunshine Belt—for Honolulu, Japan, China, Manila and thence fortnightly to Malaya—Java nearby—Ceylon. (India overnight by Pullman), Egypt, Italy, France, New York.

Every two weeks a President Liner sails from Boston and New York for Havana, Panama, California, thence Round the World.

All staterooms are amidships, outside, with real beds. De luxe Liners, luxurious public apartments, outdoor swimming pool, world-famed cuisine. First Class only, Round the World, as low as \$1110, Home Town to Home Town; with private bath \$1370.

## Rent a Car

Drive it  
yourself

1930 BUICK, PONTIAC  
CHEVROLET

The Lowest Rates  
Stations: San Diego to Seattle

**HERTZ**  
DRIV-UR-SELF  
**STATIONS**

The World's Largest  
Automobile Rental Company

Telephone  
FRospect 1000

physical equipment for the mechanical transmission of the thousands of musical selections.

Here, in this famed musical center, has been evolved one of the most remarkable programs in radio—the Standard School Broadcast, which reaches out in practically every school in the state of California and elsewhere on the Pacific Coast. Financed by the Standard Oil Company of California and, except for its name, free from any advertising influence, the Standard School Broadcast has brought music appreciation to countless school children of California, and pioneered a new form of popular education.

Under direct supervision of Arthur S. Garbett, educational director attached to the San Francisco studio of the National Broadcasting Company, the school broadcast has become a most welcome Thursday morning feature. It is divided into an elementary lesson on music and the instruments which produce it, for the younger children, and an advanced one which discusses the music scheduled for the Standard Symphony Hour scheduled for the evening hour. The lesson is available to at least 600 schools, in cities and in cross-road villages which, through the cooperation of the state educational authorities, are now equipped with radio sets.

The program itself is a beautiful example of coordinated effort on the part of several groups of persons who are intensely interested in its success. An advisory board of music supervisors from the California schools helps to choose the music to be offered in the Standard Symphony Hour, in which the Los Angeles Philharmonic Orchestra and the San Francisco Symphony Orchestra play on alternate weeks.

Other educators on the radio committee, which Willard Givens, superintendent of the Oakland Schools, heads, take a personal interest in this form of musical education. Radio education has brought its own problems, and not the least of these is that of teaching how to instruct with a loud speaker as a supplementary.

The State Teachers College of San Francisco already has recognized the need for this form of coordination and has issued manuals to assist California school teachers in the effective use of the broadcasts.

Aside from the cultural value of San Francisco radio broadcasts, we must recognize still another manifestation of the good in selling our city, in fact the entire Pacific Coast, to a nation of enthusiastic, radio-minded audiences. "California Melodies" echoed on the sidewalks of New York, this having been a regular feature broadcasted from KFRC over the national network of the Columbia Broadcasting Company. The first commercial program assembled on the Pacific Coast

for broadcast to New York, originating in a San Francisco studio, was the Del Monte Hour, sponsored by the California Packing Corporation. It was a typical western program—a galaxy of nationally famed movie stars and musical celebrities, and went a long way to sell the East on the peaches and the climate of the charmed hills and valleys in California. The pioneers of the West and the newcomers to this interesting land heard once more the tales of the old days, dramatized in the "Romantic Forty-Niners," broadcasted for twenty-six weeks from the studio of KFRC. The episodes were as authentic as they were interesting—the archives of the state library at Sacra-

[continued on page 29]



# FIREMAN'S FUND INSURANCE COMPANY

Head Office : San Francisco

J. B. LEVISON, *President*

Paid up Capital	- - - - -	\$ 7,500,000
Policy Holders Surplus	- - - - -	\$20,000,000
Unearned Premium Reserve	- - - - -	\$15,000,000
Total Assets	- - - - -	\$40,000,000

### Directors

- Frank B. Anderson, *Chairman, Board of Directors, Bank of California*
- Edward T. Cairns, *Vice-President, Fireman's Fund Insurance Company*
- Wm. J. Dutton, *Retired*
- Edward L. Eyre, *President, Edward L. Eyre & Co.*
- Mortimer Fleishhacker, *President, Anglo-California Trust Company*
- A. P. Gianinni, *Chairman, Advisory Board Transamerica Corporation*
- J. B. Levison, *President, Fireman's Fund Insurance Company*
- Charles R. Page, *Vice-President, Fireman's Fund Insurance Company*
- Henry Rosenfeld, *President, John Rosenfeld's Sons*
- F. W. Van Sicklen, *President, Dodge, Sweeney & Company*
- Franklin A. Zane, *Vice-President, North American Investment Company*

## FIRE, AUTOMOBILE and MARINE INSURANCE

### Dine, Dance and Enjoy Every Hour

—of your trip to the Los Angeles or San Diego—on the super-express liners

### "YALE" and "HARVARD"

FOUR SAILINGS WEEKLY — Low one-way and round-trip fares include meals and berth

LASSCO luxury liners to bewitching

### HAWAII

Frequent sailings over the popular Southern Route

For all information, apply—

## LASSCO

LOS ANGELES STEAMSHIP CO

71-75 685 Market St. Tel. Davenport 4210  
Oakland: 412 13th St., Hightgate 1435  
H. C. Capwell Co., Lakeside 1111  
Berkeley: 2148 Center, Thornwall 0060

## Round Table

[continued from page 20]

may see an old stone house which has stood perhaps for centuries, its walls taking on the mellowing touch of age, much like the gradual coloring of the bowl of a meerscham pipe. . . .

"What Mexico City needs is more hotel facilities. The three or four hotels there which would compare favorably with ours are filled to capacity most of the year." Illustrating his point with a recent personal experience, he confirmed Razo's assertion of scanty hotel accommodations in Mexico City. "Were it not for long standing acquaintance at the hotel where I stay when in Mexico City, I would not have had a room the day I arrived there

two or three weeks ago. As it was, I had to wait for a room till the outbound night train relieved the space shortage. Yet a clerk at the desk spoke with concern over a report that a new hotel was shortly to be erected. I hastened to assure him that all hostelries in Mexico City would profit by increased facilities. Plentiful and attractive accommodations would invite still more tourist travel.

"As to highway development, inauguration of gasoline taxes would care for the demand in improvements. In fact, all conditions in Mexico are similar to those we have had to face in the United States. Mexico would do well to follow our experience in overcoming unfavorable conditions, and in capitalizing on the favorable ones," concluded Polhemus.

## Colder days are coming

### Gas-fired heating is clean and care-free

Colder days are coming. So plan now to have convenient warmth and comfort.

With modern gas-fired heating equipment, your finger's touch controls the heat. You make no trips to the basement on cold mornings. You build no fires. Mother does not tend the furnace when father is away.

And gas is a clean fuel. All burnt gases go outdoors through the chimney without mingling with the pure, warm air in your home.

As a result, your furniture, upholstery, and curtains stay clean. The exterior of your home does not need re-painting so often.

Come into our office or a dealer's store and see the Furnaces and Boilers for heating the entire home. There are also Floor Furnaces and Circulating Room Heaters for homes having no basement and Radiantfires for the fireplace. Just telephone and a competent heating specialist will call and gladly discuss the heating of your particular home.

PACIFIC GAS AND ELECTRIC COMPANY

**P.G. and E.**

Owned - Operated - Managed  
by Californians -

# Fast and Certain..



The Trains of the  
**SANTA FE**  
have No Rivals

Efficiency and Safety are  
in control . . .

The Highest Levels of  
Railway Achievement...

Shippers and Passengers  
share all of the advantages that come from  
fine operation . . .

Automatic Signals and  
Train Control Guide the  
Trainmen to Certainty.

J. R. HAYDEN  
Asst. Traffic Mgr.  
SAN FRANCISCO

JAS. B. DUFFY  
Asst. Pass. Traffic Mgr.  
LOS ANGELES

627

The FINK  
&  
SCHINDLER CO

228 13th Street  
Phone MArket 0474  
CABINET WORK  
COMPLETE INSTALLATIONS  
STORE BANK & OFFICE  
FIXTURES  
HARDWOOD INTERIORS

SINCE '82

## Land for Industry

[continued from page 14]

lower low water along the northerly line of Islais Creek Channel from the westerly line of Third Street to the Southern Pacific right of way.

The seawall which is to be built in a manner similar to the one constructed on the south side of the channel by the Board of State Harbor Commissioners, will be 2090 feet long, require the dredging of 378,000 cubic yards of fill and the furnishing and placing of almost a half-million tons of rock. This rock is to be trucked from the hill on the north side of Army Street adjoining Missouri Street. Through the use of this near-by natural soft rock instead of the hard rock formerly used on similar local harbor projects, two-thirds of the cost will be saved in addition to leveling off lands which will be available for the proposed Western Pacific—Great Northern terminal and industrial area.

A turning basin will be provided at the end of the channel adjoining the Southern Pacific trestle and the material to be dredged out to a 30-foot depth will be used to fill additional Western Pacific industrial lands and the McCormick Lumber Terminal. Additional dredging of the channel has been done by the Federal Government which removed the shoals at the entrance to the channel, while the State Harbor Commission has buried the discarded submarines, sunk in the channel, in a 60-foot hole and brought the south side of the channel down to 34 feet mean lower low water.

To replace the present open ditch sewer across the former tide lands a trunk line box sewer 14 by 8 feet is to be constructed three-fourths of a mile long.

The total estimated cost of the reclamation work, including the seawall, sewer, dredging, etc., will exceed one and one-half million dollars being made up of the following items: dredged fill \$866,285; rock bulkhead wall \$493,867; drain \$160,000; engineering, inspection, collection of assessments and incidentals \$100,000.

### Chamber Sponsored Project.

Actual work on the Islais Creek project brings to a close sixteen years of effort on the part of the Chamber of Commerce to develop the lands in the area for industrial purposes. Through one Chamber administration after another the cam-

paign was continued until the present officers were finally able to celebrate the arrival of the dredge.

The first effort to assist the property owners of the district in reclaiming their lands for industrial purposes was launched in August of 1916, at a mass meeting called by the Chamber of Commerce. Under the plan, then proposed, the property owners would have banded together and through private agreement would have dredged the channel and filled their lands.

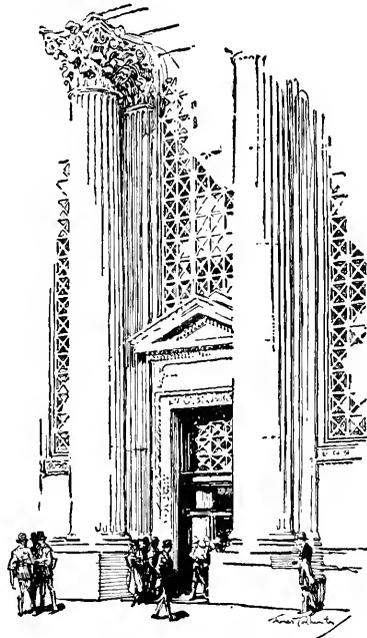
Due to the objections of certain owners and with the declaration of war in the next few months the plan was never perfected. However, the Chamber continued

its plans for the perfection of the project at a later date.

A new plan was initiated during 1921, under the auspices of the Chamber of Commerce. It was the "San Francisco Plan." Out of this city-wide development proposal, approved by the entire press of the city as well as by many civic organizations, came the present Islais Creek reclamation plan.

Secure your  
**OPERA TICKET**  
Today!

**F**OR over half a century a substantial influence in the sound and conservative development of western business.



## The Bank of California

NATIONAL ASSOCIATION

Founded 1864

SAN FRANCISCO

PORTLAND · TACOMA · SEATTLE

### SACRAMENTO

Leave 6:30 p.m., Daily Except Sunday

"Delta King" "Delta Queen"



One Way \$1.80. Round Trip \$3.00

De Luxe Hotel Service

THE CALIFORNIA TRANSPORTATION COMPANY

Pier No. 3 — Phone SUtter 3880

## A White House Day

(continued from page 18)

A Presidential day is now just begun in earnest, for his formal appointments are about due. These are the most important of the day, and are generally made in advance, although not invariably a Cabinet member, a ranking Senator or Representative, or a high mogul of the Army and Navy can walk right in ahead of scheduled appointments, if their business is of sufficient importance. But usually these greater problems are known in advance and are scheduled the day before. The President knows what each visitor will talk about, and has his staff of secretaries go through the files in advance of the calls so that he will be informed of

the latest developments in these particular problems. Here, the President's wonderful memory and his alert mentality serve him in good stead. Many a caller, who thought he was loaded down with facts, has found the President a better informed man than himself, and has left the White House amazed, and either chagrined or elated, according to whether the trend of the Presidential thought followed that of his visitor, or not.

The President's governmental callers are those who want to get the Chief's slant on a matter pending before them, or perhaps to "pass the buck." The latter is a well-known Washington institution. Herbert Hoover is no "buck passer" and has no desire to deal with them. His hand falls heavily on these gentry.

The last of the important appointments is over by 12:30, as a rule, and then flock in those of lesser importance, usually a prominent banker from Timbuktu with nothing on his mind except the desire to shake the President's hand, and then to go home and talk about it. He will bear a letter from Senator Blah or Congressman Blab. Under unwritten rules of the White House of many years standing, these visitors are permitted to enter briefly and then to pass out, basking in their new found glory. The 12:30 run of the

(continued on page 30)

## 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."

*The following firms merit your patronage:*

**BAILEY AND MACKENZIE**  
255 California Street  
DA venport 7539

**BROTHERTON, THOMAS & CO.**  
155 Sansome Street  
DA venport 3939

**BULLOCK, KELLOGG & MITCHELL**  
1018 Russ Building  
KE army 0465

**CERF & COOPER**  
519 California Street  
DA venport 1131

**WALTER H. CRAMER**  
268 Market Street  
SU tter 2588

**DAWSON & RILEY**  
Hearst Building  
SU tter 5175

**HASKINS & SELLS**  
Crocker Building  
DO uglas 3480

**HICKLIN AND REDMOND**  
941 Russ Building  
SU tter 2085

**LESTER HERRICK & HERRICK**  
Merchants Exchange Building  
KE army 0844

**HOOD & STRONG**  
425 Standard Oil Building  
SU tter 0793

**HOWARD KROEHL & CO.**  
1010 Balboa Building  
SU tter 3296

**H. S. PATTERSON**  
Mills Building  
KE army 2395

**CHAS. H. PETERSEN & CO.**  
Claus Spreckels Building  
703 Market Street  
SU tter 3848

**SAMUEL F. RACINE & CO.**  
H. F. Baker, C. P. A., Mgr.  
525 Market Street  
GA rfield 5228

**ROBINSON, NOWELL & CO.**  
Crocker Building  
DO uglas 1868

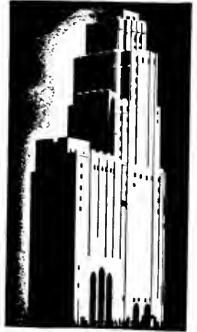
**RUCKSTELL & LAND**  
703 Market Street  
Claus Spreckels Building  
KE army 6010

**SKINNER & HAMMOND**  
Hunter-Dulin Building  
DO uglas 6897

## Two Woods-Drury Hotels

IN SAN FRANCISCO

"1000 Rooms at the Civic Center"



## The William Taylor

San Francisco's Most Distinctive New Hotel



## Hotel Whitcomb

500 Rooms of Solid Comfort

**Woods-Drury Co., Operators**

James Woods, President - Ernest Drury, Manager

# CYCLOPS IRON WORKS

ESTABLISHED 1873

*Manufacturers of: Automatic Controls for Refrigerating Machinery,  
Refrigerating and Ice-Making Machinery, Cranes—all types and capacities*

## Refrigeration Division

- CYCLOPS Self Contained Units— $\frac{1}{4}$  to 2 tons capacity.
- CYCLOPS Enclosed Type Compressor— $\frac{1}{2}$  to 20 tons capacity.
- CYCLOPS Moderate Speed Horizontal Double Acting Compressors—20 to 100 tons capacity.
- CYCLOPS Slow Speed Heavy Duty Horizontal Double Acme Compressors—20 to 300 tons capacity.
- Consulting Engineers or Estimates supplied on request.
- Bulletins furnished on request covering details of all types of equipment.

## Crane Division

All Types of Cranes for any required capacity. Clearance Diagrams, Consultation, Specifications or Estimates on request.

## Automatic Controls

For CYCLOPS Refrigerating Machinery that is designed and built for the required purpose.

Factory Representatives maintained in Sacramento, Oakland, San Jose and Fresno, Cal.

Sales Agencies in Los Angeles, Cal.; Portland, Ore.; Seattle, Wash.; Vancouver, B. C.; and New Zealand.

**General Offices and Factory: 837-847 Folsom Street, San Francisco**

Cable Address: CYCLOPS - San Francisco

Codes Used: A B C — Bentley's — Western Union

A Mark of  
**6 POINT  
SUPERIORITY**



The Fibreboard trade mark on a Super-Test shipping case broadcasts to the entire mercantile world that the shipper buys the best. The 6 points of Fibreboard superiority assure complete protection en route...



## FIBREBOARD PRODUCTS INC.

Russ Building, San Francisco

Mill and Factorles:

San Francisco Stockton Antioch Vernon Southgate Los Angeles  
Port Angeles Sumner Port Townsend Philadelphia Honolulu Kahului

Sales Offices:

San Francisco Oakland Los Angeles Portland Seattle  
Salt Lake City Chicago Philadelphia

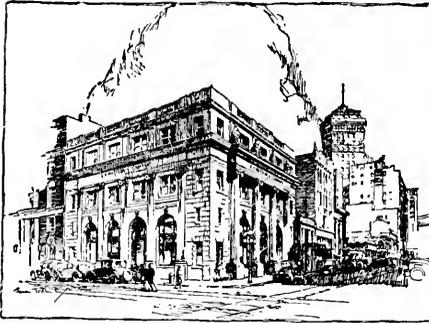
# INDUSTRIAL DEVELOPMENT...

Reported by the Industrial Department  
San Francisco Chamber of Commerce

## NEW INDUSTRIES

SCHWARTZ & GARDNER, 583 Market Street, opened a new printing estab-

lishment on August 15, 1930, where a general line of printing will be done. High speed presses have been installed and special fonts with modern type faces are included in the new plant equipment.



HUTTON BUILDING, SAN FRANCISCO

## E. F. HUTTON & CO.

Members New York Stock Exchange and other principal exchanges

### PRIVATE WIRES COAST TO COAST

NEW YORK	SAN FRANCISCO	LOS ANGELES
61 Broadway and Plaza Hotel	Montgomery and Bush Sts. 426 Powell St.	643 So. Spring St. and 545 So. Olive St.

#### OTHER OFFICES AT

Oakland, San Jose, Del Monte, Hollywood, Beverly Hills, Pasadena, San Diego, Santa Barbara

This new plant adds one more to San Francisco's 248 printing establishments, which according to the 1927 Census of the United States Department of Commerce, turn out a product valued at \$16,768,964. These plants employ 2,296 wage earners who receive wages amounting to \$4,415,008. The above figures do not include those of newspapers and periodicals. The combined value of the annual output of the two lines amounts to \$39,157,504.

McCORMICK & COMPANY, 674 3rd Street, established western headquarters in San Francisco early this year and twice have removed to larger quarters.

Beginning in February at 112 Market Street as a small sales office, the new branch moved to 699 2nd Street and is now located at 674 3rd Street. The space at the latter address is five times greater than that used when business was started here, and at the same time the character of the branch has been changed so that now a complete line of all products made by McCormick & Company at Baltimore are carried for distribution to the western market, the other Coast branches of McCormick & Company being served from San Francisco stock.

According to John Sparkman, Pacific Coast manager, the new expansion means a 40 per cent increase in employees, there being now 10 on the selling force. The western company is being incorporated under the laws of California.

Products in stock are Banquet teas, Bee Brand spices, extracts and prepared mustard.

## EXPANSIONS

CERELA PRODUCTS REFINING COMPANY, Fulton and Webster Streets, has under construction a new concrete building, 75 feet by 165 feet, which takes the place of a frame garage and yard.

According to S. A. Clarke, president, this new space will mean approximately a 25 per cent expansion of facilities to take care of the growing business of this company. The products are yeast and malt syrup, and the territory served from San Francisco comprises all the western states and export to all ports served by boats equipped with refrigeration space.

ENG-SKELL COMPANY with headquarters at 208 Mission Street and plant on Davis and Fremont Streets, San Francisco, is constructing a new three-story reinforced concrete building containing 60,000 square feet of floor space at the south east corner of Howard and Russ streets, where the three present San Francisco plants will be consolidated in one building. The expansion will mean an increase of approximately 10,000 square feet of floor space, and in the near future new lines will be added.

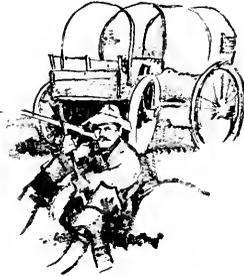
The company manufactures products and equipment used by confectioners, bottlers, bakers, and soda fountains. A complete branch is maintained in Los Angeles.

According to W. A. England, president, the new plant will be ready for occupancy about February of 1931.

# Protection . . . .

In the early days, the pioneers of the West found protection only in their own resources.

Today, protection is a specialized function of modern banking—a function developed to the highest degree by the Bank of America. The protection this bank renders its customers is based on the sound banking laws of California—on unusually rigid self-imposed restrictions—on resources of more than 100 millions.



# BANK of AMERICA OF CALIFORNIA

IN SAN FRANCISCO

NORTHERN CALIFORNIA HEADQUARTERS, 631 MARKET ST.

Humboldt Office, 783 Market St.

French-American Office 108 Sutter St.

Fugazi Office, 2 Columbus Ave.

Bush-Montgomery Office, Mills Bldg.

Dunhohe-Kelly Office, 68 Sutter St.

Hayes Valley Office, 498 Hayes St.

Bayview Office, 3rd and Palou.

Oriental Office, 939 Grant Ave.

North Beach Office, 1500 Stockton St.

BRANCHES THROUGHOUT CALIFORNIA



"I closed one of the largest sales I have ever made."

## He Set the Date by Intercity Telephoning

A building and loan association had an important deal pending with an out-of-town client. The deal threatened to drag. The alert building and loan manager turned to intercity telephoning.

"The result was most gratifying. I closed one of the largest sales I have ever made and with an ease that was surprising. It required, as the final step, the fixing of a date for me to call. That date was then and there set [by telephone]. I went. I saw and sealed the deal."

This case is typical of thousands. It pays to telephoning.

\*\*\*

**THE PACIFIC TELEPHONE  
AND TELEGRAPH COMPANY**

## Our Hundred Million Audience

[continued from page 28]

mento being ransacked for authentic material, which were assembled by a staff of experienced radio dramatists.

The Empire Builders, carried through the trans-continental network of the National Broadcasting Company a series of glimpses into the colorful past of the Northwest. Such characters as George Vancouver and Chief Joseph of the Nez Percés, were duly dramatized. A living voice from the past was brought to the microphone when General Hugh Scott, former chief of staff of the United States Army, grizzled Indian fighter of old, gave his reminiscences. The "Let's Get Associated" program, sponsored by the Associated Oil Company, has the entire Pacific Coast for its backdrop—it has been followed regularly by radio audiences from coast to coast.

Radio is San Francisco's opportunity for self-expression on a canvas of national dimensions, and it is using this opportunity. Wither it will lead us is a matter of speculation, in the words of Don E. Gilman, vice-president of the National Broadcasting Company, in charge of its Pacific Division in San Francisco: "chain broadcasting on the Pacific Coast has developed so amazingly in the last three and one-half years that it would take a brave man to attempt to bound its future possibilities." And he adds:

"Everything about radio, from technical details to entertainment undoubtedly is going to show improvement in the next few years. Better transmission of programs, for instance, will be brought about by rapid improvement of transmitting equipment.

"The trend of audience is in the direction of better music, larger orchestras and well-directed dramatic and dialogue productions.

"Realizing this, radio is rapidly developing its own technique of acting, directing and play-presenting which, however allied to the art of the theatre, must not imitate the stage. Increased staffs of trained workers, producers and continuity writers in the National Broadcasting Company are perfecting the manner in which an audience, by sound alone, may create an entire scene and find refreshing stimulation to its imagination.

"We do not anticipate any increased interest in mechanical reproduction. The larger percentage of audiences is interested in original productions by real artists and real musicians.

"Another barometer by which forecasts for radio's future growth on the Pacific Coast might be made is the manner in which the Pacific Coast Division of the National Broadcasting Company has grown, in the last three years, from a two-room suite in a hotel to its present quarters of almost two entire floors of the Hunter Dulin Building. From a business which spent a third of a million dollars a year, it has grown to one which spends annually more than \$2,000,000."



## Choose from 7

*You'll like the Matson  
ships on the Hawaii run*

THERE'S a whole fleet of Matson ships in service between San Francisco and Honolulu. Book passage on any one of them and you'll find broad decks for lounging and sports, staterooms of restful comfort, and the Matson standard of service throughout.

Why not run over soon? At least one Matson ship sails every week—often the fast Matson schedule gives you additional sailings, too.

### Summer "below the line"

Down in the South Seas, below the equator, summer is dressing Samoa, Fiji and Australia in sparkling sunshine and gorgeous flowers. Matson ships go there—from Honolulu.

Let us send you folders of inclusive tours.

## Matson Line

25 steamers...fastest service  
HAWAII · SOUTH SEAS · AUSTRALIA  
215 MARKET ST., SAN FRANCISCO  
DAVENPORT 2300

## A White House Day

[continued from page 26]

"small fry" has been cut down to a fraction of what it was during the Harding and Coolidge administrations. The President has let it be known to Senators and Congressmen generally that he is no hand-shaking machine designed to increase the prestige of Senators and Congressmen back home by giving up his time to this futile exhibition. Some of this has to be done, however, and the President has agreed to do whatever is necessary.

With the morning's ordeal back of him, the President goes to luncheon and there again one will find invariably a few guests. Herbert Hoover has always been an inveterate luncheon and dinner host. That

may be one reason why his head is so crammed with facts, for he is continually drawing out what the best minds of the nation know about current problems.

The afternoons are given over to taking care of voluminous White House mail, in writing speeches, messages to Congress, and in dealing with propositions immediately before him. The President can keep a big staff of secretaries busier than could be thought possible. They come and go in quick succession, taking down words that mean nothing to them, but which may mean the well-being of the Nation, the freedom of a prisoner, vital words on legislation that will make a Senator happy, or a blast that will sizzle some impertinent importuner.

The President must be kept informed

as to what the press is saying, so he is given well selected clippings from newspapers and magazines, reflecting American public opinion of all shades. While Herbert Hoover is probably more sensitive to criticism than the average occupant of the White House has been, he nevertheless wants to read critical comment just as much as he does the favorable, and his secretaries have definite instruction to not edit the clipping service just to save the feelings of "H. H."

Calvin Coolidge usually took a nap each day after luncheon, generally for about two hours, but President Hoover has not given the time to this relaxation. He is a dynamo of activity from the morning's medicine ball game until the last good-by is said to dinner guests, for there are usually dinner guests each evening as well as luncheon guests each noon.

Walks about the City of Washington are not infrequently taken, and he is accompanied by three secret service men, one walking beside him and the other two behind. They do not attract attention, unduly, as your Washingtonian has become immune to the dazzle of the White House or the Capitol.

Altogether, the President spends a busy sixteen or eighteen hours a day—enough to tire any man without super-human strength. Occasionally the President appears to be worn from a strain, but at other times, he is as fresh and vigorous as any man in his middle fifties should be.

Whatever one thinks of the present administration, there is no doubt in anyone's mind that the President is trying to do his best and is giving his best in the effort.

## A Business Advantage...

In the center of San Francisco's financial and business district are located the home offices of **Associated Insurance Companies** where executive counsel, opinion and decisions are readily available on your insurance problems—

Well and substantially capitalized home companies—under competent management—are a distinct advantage to **SAN FRANCISCO BUSINESS**—

Writing all forms of Insurance, with Special Service available—including the Associated Indemnity's participating (non-assessable) Workmen's Compensation Insurance.

*Your Broker serves you well when he hands you an*  
**ASSOCIATED INSURANCE POLICY**



**Associated  
Indemnity  
Corporation**

C. W. FELLOWS,  
President  
Associated Insurance  
Building, 332 Pine St.  
SAN FRANCISCO  
Garfield 6565

**Associated  
Fire & Marine  
Insurance  
Company**

## United States Laundry

*The Careful Laundry*



**FINISH WORK  
DRY WASH  
ROUGH DRY  
DAMP WASH**

*We use Ivory Soap  
exclusively*



**1148 Harrison Street**

*Telephone*  
**MARKet 6000**

## Transcontinental Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes

proposed, if such modifications appear necessary or advisable in disposing of the subject  
 11490—Automobile wheels, CL, westbound:  
 Proposal to establish carload rate of \$1.00 per 100 lbs. on automobile wheels, mini-

imum weight 30,000 lbs., from Group "E" and west to the Pacific Coast, Tariffs 1-11 (I. C. C. No. 1237 of H. G. Toll, agent) and 1-E (I. C. C. No. 1239 of H. G. Toll, agent).  
 [continued on page 31]

**BISHOP & BAHLER**  
 (Incorporated September 16, 1914)  
 369 PINE STREET  
 SUITE 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"

## mitsui & COMPANY

LIMITED

(Mitsui Bussan Kaisha, Ltd.)

Cable Address: "MITSUI"

GENERAL IMPORTERS  
 EXPORTERS

COAL SUPPLIERS SHIP OPERATORS  
 SHIP OWNERS SHIP BUILDERS  
 ETC.

Head Office: TOKIO, JAPAN

San Francisco Office:  
 301 MERCHANTS EXCHANGE BLDG.

Branches—New York, Seattle, Portland and all other important business centers of the world

## PACIFIC COTTON GOODS COMPANY

152 Fremont Street

SAN FRANCISCO

## CRAIG CARRIER COMPANY

Merchants Exchange Building

SAN FRANCISCO

## SCENIC BAY TRIP

60 MILES OF  
(ROUND TRIP)  
 SAN FRANCISCO BAY  
 VALLEJO—SAN FRANCISCO FAST BOATS

### MOTORISTS

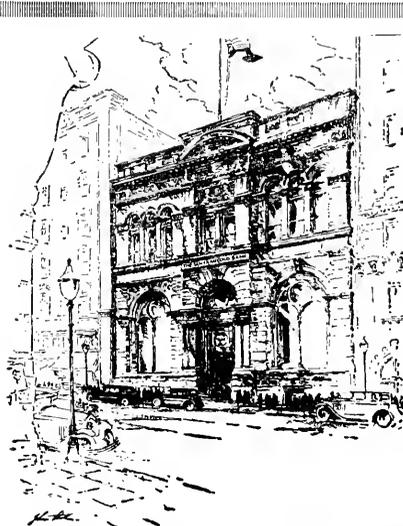
SAVE 30  
 MILES OF DRIVING

DINING ROOM BARBER SHOP  
 BOOTBLACK NEWS SERVICE  
 CLAY STREET PIER  
 NORTH END OF FERRY BUILDING  
 PHONE DAVENPORT 4000—LOCAL 8921  
 Southern Pacific Golden Gate Ferries Ltd.

## Industrial Opportunities

in Industrial Lands in  
 South San Francisco  
**Low Land Cost**

San Francisco Freight Rates  
 San Francisco Switching Area  
**SOUTH S. F. LAND AND  
 IMPROVEMENT CO.**



## THE SAN FRANCISCO BANK

SAVINGS

COMMERCIAL

INCORPORATED FEBRUARY 10TH, 1868

One of the Oldest Banks in California, the Assets of which have never been increased by mergers or consolidations with other banks.

**Assets over \$131,000,000.00 Deposits over \$125,000,000.00**  
**Capital, Reserve and Contingent Funds, \$5,600,000.00**

The following accounts stand on the Books at \$1.00 each, viz.:

Bank Buildings and Lots - (Value over \$1,925,000.00)  
 Other Real Estate - - - (Value over \$310,000.00)  
 Pension Fund - - - - (Value over \$690,000.00)

Interest paid on Deposits at 4 1/4 per cent per annum  
 Computed Monthly and Compounded Quarterly

## Kroehler Manufacturing Company 885 Charter Oak Ave. San Francisco, Cal.

**Manufacturers of OVERSTUFFED LIVING ROOM FURNITURE and DAVENPORT BEDS**

OTHER FACTORIES AT: Chicago, Ill.; Naperville, Ill.; Kankakee, Ill.; Bradley, Ill.; Dallas, Texas; Binghamton, N. Y.; Los Angeles, Cal.; Cleveland, Ohio; Stratford, Ontario

## Know these Firms

They represent the backbone of San Francisco and deserve your co-operation in their respective lines. They offer a personal, individual service; complete, intelligent and helpful.

## Foreign and Domestic TRADE TIPS

### FOREIGN TRADE TIPS

Inquires concerning Foreign Trade Tips should be made to the International Trade and Commercial Relations Department of the San Francisco Chamber of Commerce, Davenport 5000, list numbers being given.

**20440—Figs.**  
Valencia, Spain. Buyer for large Spanish firm desires to contact exporters of figs.

**20441—Combs.**  
San Francisco. French manufacturer of combs made of horn, seeks an agent in San Francisco.

**20442—Agent.**  
San Francisco. French manufacturer of "pates de foies gras" seeks local agent.

**20443—Cheese.**  
San Francisco. Firm in Paris desires to act as buying and shipping agent of French cheese on behalf of San Francisco importers, for shipment by new refrigerator service. References available.

**20444—Advertising Novelties.**  
Brussels, Belgium. A sculptor, specializing in the production of statuettes, ash trays, and similar articles to be used for advertising purposes, desires to get in touch with interested parties direct, or would be willing to enter into agency arrangements.

**20445—Canned Meats.**  
San Francisco. Firm in Denmark wishes to contact importers of canned foods such as hams, lunch tongues, pate de foies, etc.

**20446—Chewing Gum.**  
San Francisco. Danish firm seeks connection with local firm interested in importing chewing gum not containing gam.

**20447—Wreaths.**  
San Francisco. Danish manufacturer of articles for florists desires to get in touch with importers of palm leaves, maiden hair fern, sword leaves and asparagus fern in colors, and preserved condition, to be used in making wreaths and bouquets for funerals.

**20448—Phonograph Records.**  
Hamburg, Germany. Party wishes to contact persons or firms interested in obtaining the right to manufacture a patented phonograph record which is said to be light weight and unbreakable.

**20449—Rosin, Valonea.**  
Patras, Greece. Firm inquires for addresses of local importers of rosin, also importers of valonea which is used for tanning purposes.

**20450—Athletic Goods.**  
Saitkot City, India. Manufacturers of tennis rackets, footballs, hockey sticks, etc., wish to establish a local agency for the sale of their goods.

**20451—Representative.**  
San Francisco. Young man willing to represent an American firm in the Orient. Experience in organization and distribution. Can speak the Chinese Mandarin language.

**20452—Gut.**  
Osaka, Japan. Manufacturers of artificial fishing gut seek local market.

**20453—Japanese Electric Light Bulbs.**  
Tokyo, Japan. Export agents for newly patented frosted electric bulbs (interior frosted) are desirous of forming connections with local importers or distributors of this commodity.

**20454—Japanese Merchandise.**  
Kobe, Japan. Manufacturers representatives for Japanese merchandise including brushes, baskets, porcelainware, lacquered ware, celluloid ware, antimony ware, ham-

### Advertise Anything!

Houses, Lots, Apartments, Furniture, Farms, Farm Tools, Implements, Mechanic's Tools and Machinery, Building Materials, Automobiles, Tires, Accessories, Stocks & Bonds, Insurance, Accountancy, Investment Securities, Hotels, Situations Wanted, Help Wanted, Stoves, Phonographs, Radios, Books, Music, Clothing, Hats, Shoes, Markets, Candies, Ice Cream, Flowers, Chickens, Typewriters

For anything at all you will find a buyer or seller through the columns of

"San Francisco Business"

#### 7A—BUTCHERS

Beef, Calves, Sheep and Hogs Bought or Slaughtered on Commission

**JAMES ALLAN & SONS**  
WHOLESALE BUTCHERS  
Office and Abattoir:  
THIRD ST. and EVANS AVE.  
Phone MI 5511 5600 San Francisco

#### 8—CHOCOLATE MANUFACTURES

**D. GHIRARDELLI CO.**  
SAN FRANCISCO

CHOCOLATE and COCOA  
Since 1852

#### 10—CRACKPROOF GARDEN HOSE



**Crackproof**  
GARDEN HOSE

Manufactured by  
**Pioneer Rubber Mills**  
San Francisco  
Sold all over the world

#### 11—ELECTRIC SIGNS

**BRUMFIELD ELECTRIC SIGN CO.**

965-967 FOLSOM ST., S. F.  
WE MANUFACTURE

**OUR OWN NEON SIGNS**

PATENTS APPLIED FOR

#### 13—EMPLOYMENT BUREAU

**COMMUNITY PLACEMENT BUREAU, INC.**



Operated by  
San Francisco  
Employers

HUNTER-DULIN  
BUILDING  
Garfield 4004

#### 14—FLOWERS

**Darbee Florist**

GEN. A. J. GOOCH, Prop.  
1036 Hyde St. San Francisco, Calif.  
Phone FR anklin 0208  
Open Evenings and Sundays. We deliver and telegraph flowers anywhere.

#### 16—GLASS

**PACIFIC COAST GLASS CO.**

Manufacturers of  
**BOTTLES and JARS**  
SEVENTH and IRWIN STREETS  
Phone MA rket 0327 San Francisco

#### 19—HOTELS

**HOTEL ROOSEVELT**

Jones at Eddy  
SAN FRANCISCO'S NEW FINE HOTEL  
Every room with bath or shower  
\$2.00 to \$3.50 Garage next door

#### 19A—HOTEL EQUIPMENT

Telephone MA rket 2400

Manufacturers of Kitchen Equipment for  
Hotels, Restaurants and Institutions.

China - Glassware - Silverware

**MANGRUM-HOLBROOK**  
1235 Mission Street, San Francisco

#### 21—ICE MANUFACTURERS

**CITY ICE DELIVERY CO.**

135 KANSAS STREET  
MA rket 6400

Distributors for Consumers Ice,  
National Ice & Cold Storage,  
Union Merchants Ice Delivery Co.

#### 23—INVESTMENTS

**"OVER-THE-COUNTER"**

Market Specialists  
Unlisted Stocks and Bonds  
**MARTIN JUDGE JR. & CO.**  
1 MONTGOMERY STREET  
DO oglas 8760 San Francisco

*Take Advantage*  
of S. F. BUSINESS  
*Advertising Columns*

24—LANDS

**MILLER & LUX**  
Incorporated  
**FARMING AND LIVESTOCK  
PROPERTIES**  
1114 MERCHANTS EXCHANGE BLDG.

25A—LUMBER

**Christenson Lumber Company**  
**LUMBER - MILLWORK**  
Yards and Mill:  
FIFTH and HOOPER STREETS  
MA rket 0580 San Francisco

26—METALS

**Sheet Metal Manufacturing**  
Press Work - Forming - Welding - Irrigation  
Pipe - Building Products - Orchard Heaters - Oil  
Buckets - "De Laitte" Automatic Gas Machine  
"Vent-O-Screen Ventilating Screen"  
**W. R. AMES CO.**  
150 Hooper Street MA rket 3815

**Federated Metals Corporation**  
Great Western Smelting  
and Refining Branch  
**M E T A L S**  
75-99 FOLSOM STREET  
DA venport 2540 San Francisco

29—PACKERS

**GRIFFITH-DURNEY CO.**  
San Francisco  
**CANNED FOODS**  
California Fruits, Hawaiian Pineapple  
California Asparagus, California  
Sardines, Salmon—All Grades

29A—PHOTOSTAT SERVICE

**PHOTOSTAT COPIES**  
Made from Letters, Legal Docu-  
ments, Maps, Blueprints, etc.  
Personal Confidential Service  
**Standard Photoprint Company**  
142 Sansome Street Sutter 1675

30—SAFES AND VAULTS

Telephones: GA rfield 3041 and 3042  
**The Hermann Safe Co.**  
Manufacturers and Dealers  
Fire and Burglar Proof Safes and  
Vaults Safe Deposit Boxes, Etc.  
Howard and Main Sts. San Francisco

**EUROPE**  
*via PANAMA*  
FAST NEW SHIPS  
"San Francisco" "Portland"  
"Oakland" "Seattle" "Tacoma"  
"Los Angeles" "Vancouver"  
CABIN and THIRD CLASS  
**HAMBURG-AMERICAN LINE**  
For Passage—574 Market Street  
or local agents  
For Freight—Sudden & Christenson  
310 Sansome Street, San Francisco

35—STEAMSHIP COMPANIES

**American-Hawaiian S.S. Co.**  
Frequent and Dependable  
Coast to Coast Service  
DA venport 2900 215 Market Street

Joint Service of Phone DO wglas 7510  
**HOLLAND-AMERICA LINE**  
AND  
**THE ROYAL MAIL STEAM  
PACKET CO.**  
PACIFIC COAST—EUROPE  
"The Pioneer Refrigerator Service"  
120 Market Street San Francisco

36—STEEL

**Montague Pipe & Steel Co.**  
Riveted Steel Pipe, High Pressure Pipe Lines, Oil  
and Water Tank, Siphons, Steel Flumes, Stacks,  
Montague Well Casings, Water Tube Safety Boilers  
Office and Works: 1999 THIRD ST.  
Phone MA rket 2016

**PATENTS**  
TRADE MARKS, FOREIGN PATENTS  
**MUNN & CO.**  
Suite 601 Hobart Bldg., San Francisco

**F. E. BOOTH  
COMPANY, Inc.**  
*Packers and Canners*  
**Fish, Fruit, Vegetables**  
Executive Offices:  
110 Market St. San Francisco

**PACIFIC ELECTRIC  
MFG. CORP.**  
\*  
*High Voltage Switches*  
\*  
5815 3rd Street

W. A. HALSTED, President  
WM. C. HAMMERSMITH, Vice-Pres.  
The Old Firm  
**HALSTED & CO.**  
Undertakers and Embalmers  
No Branches  
1123 SUTTER STREET  
Telephone OR dway 3000

hooware, toys, general curios, imitation pearl beads, electric light bulbs, fishing lines, gut-leaders, etc., desires to contact local buyers of Japanese articles.

20455—Lubricating Oils.

Sydney, Australia. Party is anxious to be put in touch with exporters of kerosene, benzine and lubricating oils.

20456—Copra.

Sydney, Australia. Firm is desirous of contacting local agents, well connected with the copra crushing mills, who would be willing to undertake their representation as selling agents for sun dried and smoke dried copra.

20457—Radios, Advertising Signs, Fire Extinguishers.

Nelson, New Zealand. Party interested in receiving quotations on radios (battery sets), advertising signs and novelties and portable fire extinguishers.

20458—Representative.

Cleveland, Ohio. Party who will soon return from Colombia, where he represented American houses of automotive parts for nearly four years, is desirous of representing local firms on commission basis.

20459—Agent.

San Francisco. Party leaving shortly to establish himself in Mexico City solicits agencies for that market. Wide export experience.

20460—Hardwood Charcoal.

Culiacan, Mexico. Exporter of charcoal made of hard woods desires to communicate with brokers and consumers of this commodity.

20461—Prunes.

New York. Party is anxious to form connections with exporters of prunes.

**DOMESTIC TRADE TIPS**

Inquiries concerning Domestic Trade Tips should be made to the Domestic Trade Department.

D-3557—California Canned Goods.

New York. New York firm wishes to act as representative to Pacific Coast manufacturer of canned tomatoes, green olives and canned vegetables.

D-3558—Domestic Essential Oil.

New York. New York firm wishes to act as selling agent for a Pacific Coast manufacturer of orange and lemon essential oils.

D-3559—Manufacturers' Agent.

Long Beach, Calif. Party would like to get in touch with some manufacturers' agent for a popular priced line of dress shirts to handle in Southern California.

D-3560—Manufacturers' Agent.

Chicago, Ill. Party desires manufacturers' agent to represent his line of notions in this city and surrounding territory.

D-3561—Toy Manufacturer.

Los Angeles, Calif. Party interested in securing a reliable toy manufacturer in this city to make a new patented toy. Would prefer to arrange, if possible, on royalty basis with manufacturers, but will of course consider other arrangements if offered.

D-3562—Chemical Lime.

Reno, Nevada. Concern desires information with reference to the selling price of a high grade chemical lime, running from 96% to 98% pure, and the names of firms in this city that would be interested in purchasing this chemical lime.

D-3563—Representation.

South Lyon, Mich. Company manufacturing cold drawn seamless steel tubing, would like to secure reliable, well established sales representation in this city and surrounding territory.

D-3564—Representation.

Brooklyn, N. Y. Eastern concern desires to contact with firm or individual in this city to handle an insecticide.



A  
'49ER

### The Springfield Fire and Marine Insurance Company

*Incorporated April 24, 1849*



From the days of the covered wagon to the present time, the Springfield's record has been one of continuous 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 losses incurred in the San Francisco conflagration, April 18, 19 and 20, 1906.

It pays to insure in the Springfield Fire and Marine Insurance Company.

IT PAYS!



### The Springfield Fire and Marine Insurance Company

*Pacific Department*  
114 Sansome Street  
SAN FRANCISCO

JOHN C. DORNIN, *Manager*

## New Home of S. F. News One of Best Plants on the Coast

COMPLETION of The News Building in the heart of San Francisco's downtown shopping district gives The San Francisco News, a Scripps-Howard Newspaper, one of the finest publishing plants in the United States. Purchase of the building was necessary to provide much needed floor space for the rapidly growing News.

The steel frame and concrete structure is six stories high. It has a 75-foot frontage at 812 Mission Street, near Fourth Street, and 175-foot depth to Jessie Street.

During the last quarter of a century, The News has been housed in a plant in San Francisco's light industrial district. As additional space was needed, annexes were constructed. Last fall, the last available space was built upon. The space gained was not sufficient for the needed expansion, so plans for a new building were ordered.

After plans had been drawn and work was about to start, W. N. Burkhardt, editor, and J. L. Cauthorn, business manager, purchased the modern building that had been occupied for about four years by The Bulletin. That paper ceased publication August 28, 1929.

The building was entirely remodeled and refinished to suit The News' plan of publication. The move from the old structure to the new was made without missing or even delaying a single edition.

In addition to housing all departments of The News, the new building also has the Pacific Coast offices of Scripps-Howard Newspapers; the western division headquarters of United Press; the western offices of NEA Service, Inc., and the Coast headquarters of Pacific and Atlantic Photos.

The basement of the new building is used for storing paper, for heating equipment and for two huge electric control panel rooms.

On the main floor is the business office. The display advertising department is on a mezzanine floor above the business office. The mail rooms and the press rooms are on the main floor in the rear of the business office.

The editor's office, editorial rooms, library, art, photo and engraving rooms adjoin on the second floor. The News' national advertising department, the composing room and the stereotyping department are on the third floor. The business manager's offices, the classified advertising and the circulation departments are on the fourth floor. The two top floors are being held for future expansion.

The News has had a rapid growth during the past eight years since Burkhardt became editor. In that time, the paper's circulation has been doubled. The paper has more than doubled in size. The staff, which included about 250 persons in 1922, has grown to 500.

## SPECIAL NOTICE

A copy of "American Foreign Trade in 1930," the official proceedings of the National Foreign Trade Convention held in Los Angeles during May, 1930, is now in the library of the International Trade Department. Members of the Chamber are welcome to consult this valuable volume.

## Transcontinental Freight

[continued from page 31]

- 11491—Furniture, C.I., westbound, minimum weight; Request for amendment of Sections 3, 4 and 5, Item 2875-C of Tariff I-H (I. C. C. No. 1237 of H. G. Toll, agent) and Sections 3 and 4, Item 2875-A of Tariff I-E (I. C. C. No. 1239 of H. G. Toll, agent), by reducing the minimum carload weight to 17,000 lbs.; no change in rates.
- 11492—Brass or steel nutlocks, motor bearing shims and washers, L.C.I., eastbound; Request for establishment in Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent) of the following less carload rates on brass or steel nutlocks, motor bearing shims and washers from California to:  
Groups: A-B-C-C1 D-E-F-G-H I J  
82.63 82.10 \$1.91 per 100 lbs.
- 11493—Advertising window displays, printed, made of fibreboard on to which are pasted wooden blocks advertising the natural paint color on wood, L.C.I., eastbound; Request for addition of these advertising window displays in Section 1, Item 2841 of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).
- 11494—Coconut meal and sesame seed meal, C.I., eastbound; Request for carload rate of 50c per 100 lbs., minimum weight 50,000 lbs., on coconut meal and sesame seed meal from the Pacific Coast to Group "D," Tariffs 2-Y (I. C. C. No. 1233, H. G. Toll, agent) and 3-B (I. C. C. No. 1238, H. G. Toll, agent).
- 11495—Steel sign bases with stands attached, C.I., westbound; Request for inclusion of steel sign bases with stands attached in Item 3730-A, Tariffs 1-H (I. C. C. No. 1237 of H. G. Toll, agent) and 1-E (I. C. C. No. 1239 of H. G. Toll, agent).
- 11496—Atmospheric water cooling towers, wooden, K. D. flat, including fixtures, C.I., eastbound; Request for inclusion in Item 525, Tariff 27-M (I. C. C. No. 1232, H. G. Toll, agent) (covering lumber and other forest products subject to commodity Group "D" rates) of atmospheric water cooling towers, wooden, K. D. flat, including iron or steel and brass fixtures consisting of castings, tie rods (not to exceed 30 feet in length), turn buckles, nuts and bolts. The weight of such fixtures not to exceed 10 per cent of the total weight of shipment.
- 11497—Steel bars and billets, mixed carloads, westbound; Request for mixed carload rate of \$1.40 per 100 lbs. on steel bars and billets, minimum weight 80,000 lbs., from Group "B" to California under Tariff I-H (I. C. C. No. 1237 of H. G. Toll, agent).
- 11498—Concrete reinforcement bar supports, L.C.I., westbound; Request inclusion of concrete reinforcement bar supports in Item 3375 of Tariffs 1-H (I. C. C. No. 1237, H. G. Toll, agent) and 4-E (I. C. C. No. 1239 of H. G. Toll, agent).
- 11499—Hand wax presses, L.C.I., westbound; Request for inclusion of hand wax presses in Item 3085 of Tariff I-H (I. C. C. No. 1237 of H. G. Toll, agent).
- 11500—Skids in mixed carloads with machinery, westbound; Request for inclusion of skids in Item 3960-B of Tariff I-H (I. C. C. No. 1237 of H. G. Toll, agent).

Plans Completed for Fire Prevention Week

Supervisors Pass Ordinance Golfers Sign for Tournament

Modernization of Equipment and Fire College Are Latest Projects

The famous O'Leary cow little realized when she kicked the lantern into the way on the night of October 9, 1871, that she was starting Fire Prevention Week as well as the Great Chicago Fire. The fact remains, however, that our National Fire Prevention Week is observed each October in memory of that conflagration, and Mrs. O'Leary's cow thus earned a place among "the great of history as the symbol of Preventable Fire Waste. The week of October 5th to 11th, will be Fire Prevention Week in 1930. As in the activities in this city relating to its observance will be in the hands of the Junior Chamber of Commerce. A broad program of public education has been arranged by the Fire Prevention Committee of the Junior Chamber, and when the week begins it is certain that San Francisco will know more about reducing its fire loss ratio. Public education through press articles, lectures, theatrical slides, posters and displays will play a prominent part during the week. In addition, a large number of speakers, under the direction of the committee, will bring the message of fire prevention to all of the public places, to the churches, and to various organizations. A complete program of talks has also been arranged. During the entire week the specific details of the Junior Chamber of Commerce will be given to the people time after time, in a frank appeal to public

**FIRE ORDINANCE IS PASSED**  
The most important achievement of the Junior Chamber of Commerce in fire prevention work, has just been accomplished upon the eve of Fire Prevention Week in the adoption of the ordinance. Started a year and a half ago, the final success of the committee speaks eloquently for organized civic improvement.  
[continued on page 2]

Police Committee Assisted by Chief Quinn

Police Department Committee, although not actually engaged as yet, in the execution of any of the projects that have been brought before them, are nevertheless very busy acquiring an intimate knowledge of the situation. Fortunately, this committee has the hearty approval of Chief Quinn, and he has done everything possible to help their program. Chief Quinn has sent them the head of the department to speak on a subject. The talks, informally given, have not only served to acquaint the members with the work and problems of the department, but have been invariably interesting. They have even given exciting descriptions of various incidents in police annals by the officers who actually participated in them. Chief Quinn, chairman of this committee, states that it is interesting to note that the further the committee investigates, the more it becomes convinced that the fire prevention work is of the greatest importance to the city.  
[continued on page 3]

Leading Professional and Amateur Champions Will Visit S. F.

With scores of the nation's leading professional and amateur golfers already entered in the first National Open Match Play Championship to be held at Lakeside, December 4 to 7, under the sponsorship of the San Francisco Junior Chamber of Commerce, indications are not lacking that favorable nation-wide publicity will accrue to this city and the bay region as a result of the tournament. Among the better known players entered are Leo Diegel, Horton Smith, Johnny Farrell, Al Espinosa, Denny Shute, Bill Mehlhorn, Harry Cooper, Charles Guest, Al Watrous, Gene Sarazen, Tommy Armour, and Charles Lacey.

A number of the entries were secured by Harold Sampson, young Burlingame professional who created such a sensation at the National Professional Championship Matches recently, by defeating Leo Diegel, defending champion, in 38 holes. Joe Kirkwood, famous trick shot artist, is another entry and will demonstrate some of his famous exhibition shots while here.

There will also be a goodly amateur contingent represented in the Open Match Play. Francis Brown, Hawaiian star, who recently captured the California state championship is entered, as are Fay Coleman, runner-up for the same event, Harry Eichelberger, Johnnie McHugh, Lawson Little and Bob Stein, former western amateur.

Charles Fay, Jr., chairman of the Golf Committee, has announced that season tickets for the entire four days' play will be sold at \$5.00 each. Only a limited number will be issued in order to secure a gallery that will not be too large for the enjoyment of spectators. Application should be addressed to Fay, or to the office of the Junior Chamber of Commerce, Merchants Exchange Building.  
[continued on page 2]



FIRE PREVENTION COMMITTEE, S. F. JUNIOR CHAMBER OF COMMERCE  
Left to right—top row: C. J. Haley, L. M. White, James G. Flaherty, Geo. D. Clark, Jr., P. F. Gardiner.  
Left to right—lower row: Robert Lee St. Clair, Chester R. F. Cramer, Tom Larke, Jr., Robert M. Levison, chairman, and James S. Garnett, chairman of Fire Prevention Week. Member absent—Robert Orr.

VENTURA HEROES WELCOMED BY CITY THAT KNOWS HOW

That San Francisco knows how to honor its citizens who have performed an outstanding service to humanity was demonstrated recently in the reception accorded Captain William R. Meyer and the members of his crew when their ship, the S. S. Ventura, arrived in port bearing the survivors of the ill-fated steamer Tahiti. In undertaking the responsible task of arranging a fitting welcome for the Ventura, the San Francisco Junior Chamber of Commerce had certain definite goals to achieve: to pay just homage to a crew of gallant mariners (who refused to be heroes); to make the survivors feel this city shared their joy in deliverance and was happy to receive them; and finally, to let the world know that San Francisco was the home port of the rescue ship and the home city of the self-effacing rescuers. Each member of the Junior Chamber of Commerce, especially those of the Marine Committee and others who were actively engaged in assuring the success of the gigantic civic welcome, can take honest pride in the fact that their organization has done its part.  
[continued on page 3]

HARBOR DAY RESULTS GRATIFYING TO C. C.

The second annual celebration of Harbor Day in conjunction with the Pacific Yacht Regatta sponsored jointly by the Corinthian Yacht Club and the Sports and Marine Committees of the Junior Chamber of Commerce, was a spectacular and startling success. The crowd that lined the streets to see the mammoth parade were more than double the size of the number of people who viewed Harbor Day in 1929. The ambitious program of events kept the Marina, Telegraph Hill and Embarcadero black with interested throngs all day long. Literally, tens of thousands of telephone calls and inquiries were made at the information booth established in front of the Ferry Building. These inquiries ranged from requests for the location of particular ships to intelligence regarding the regatta.  
[continued on page 3]

Committee Formed to Relieve Unemployment

The "Citizen's Committee to Stimulate Employment for San Franciscans," is but a few days passed the formative stage and under the leadership of Mr. Selah Chamberlain the results so far accomplished are gratifying. The Junior Chamber of Commerce is directly represented on Mr. Chamberlain's committee by Paul Wood, vice-chairman of the Junior Chamber Industrial Committee, assisted by John Duniway of the Speakers' Bureau. The Industrial Committee is busy soliciting from clubs and various organizations, the privilege of speaking before them. There are and will be three speakers at the meeting.  
[continued on page 3]

San Francisco, California  
Civic Center  
Public Library

**TAX LECTURES HELD BY MERCHANTS' ASSOCIATION**

Under the auspices of the Retail Merchants' Association, three Taxation lectures are being held at the San Francisco Commercial Club.

The cost will be \$10.00 per person which includes three (3) dinners, pre-arranged expenses, stenographic report and a copy of the proceedings of the lectures. Each person attending will receive a copy of the proceedings.

Monday evening, September 15, 8 o'clock, Dixwell L. Pierce, Secretary of the State Board of Equalization.

Wednesday evening, September 16, 8 o'clock, Reynold E. Blight, Frank Tax Commission of California.

Tuesday evening, September 20, 8 o'clock, Senator H. C. Nelson, Chairman of the Senate Committee on Revenue Taxation, and a member of the Legislative Committee on Taxation.

**GOLF COMMITTEE, JUNIOR CHAMBER OF COMMERCE,**

151 California Street, San Francisco, California, Gentlemen:

Realizing that only a limited number of season tickets for the first annual National Open Match Play Golf Championship December 4-7 in San Francisco will be issued, and that applications will be filed in the order received until the quota of season tickets is exhausted, I hereby make application for

..... season tickets at \$5.00 each.

Name .....

Bus. Address .....

Tel. No. ....

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

Published once each month as the San Francisco Junior Chamber of Commerce Issue of San Francisco Business at 211 Merchants Exchange Building, San Francisco, California.

Editor - JOHN L. GOMPERTZ

**Associate Editors**

Morton Beebe Wm. Cathcart Herman Nichols Lewis B. Reynolds Carl Wakefield  
 Chairman, Publicity Committee - Robert B. Coons

**Officers of the San Francisco Junior Chamber of Commerce**

President - J. H. THRELKELD

Executive Vice-President - J. A. Folger 2nd Vice-Pres. & Treas. - Wilson Meyer  
 Third Vice-President - Daniel W. Evans Secretary-Manager - Frank A. King  
 Assistant Secretary-Manager - Walter Reimers

**Directors**

Lloyd H. Berendsen, A. H. Brawner, Arthur M. Brown, Jr., Edward H. Clark, Jr., Robert B. Coons, Lloyd W. Dinkelspiel, Daniel W. Evans, J. A. Folger, Chalmers G. Graham, John J. Heffernan, Robert M. Levison, Emile D. Maloney, Wilson Meyer, Martin S. Miltan, Herbert H. Mitchell, Britton Rey, Frederic E. Sipple, J. H. Threlkeld, J. J. Tynan, Jr., S. G. Walton, Archibald B. von Adelung.

**SUPERVISORS PASS FIRE ORDINANCE**

[ continued from page 1 ]

Other projects completed by the Fire Prevention Committee during the past year were the adoption of a new X-ray film ordinance, the addition of several aerial ladders to the fire department, inspections by company officers, greater response to telephone alarms, and an increase in the personnel of the fire prevention bureau.

Projects still in process by the Fire Prevention Committee include better fire protection for the waterfront, centralization of fire prevention activities among the city departments, and adoption of the assignment system and the establishment of a fire college.

A movement is also being started to both enlarge and modernize the fire fighting facilities of the city by the replacement of some 35 engine companies with new equipment (some of the present engines are 17 years old), the rebuilding of a number of fire houses, the building of repair shops for the exclusive use of the fire department, and the extension of the high pressure system in certain thickly built portions of the city which now are served only by small mains under low pressure.

**FIRE COUNCIL PROPOSED**

A further movement will shortly be initiated which will lead to the formation of a fire council for San Francisco, to which will be invited representatives of all the civic organizations of the city. This fire council will act as a super committee on fire prevention activities, and will be able to give great power to the efforts of the Junior Chamber of Commerce when called upon for help in any difficult problem.

Fire Prevention Week this year will be under the direction of Robert M. Levison, chairman of the Fire Prevention Committee; J. S. Garnett, chairman of Fire Prevention Week; and the following sub-chairmen: B. F. Gardiner, Geo. D. Clark, Jr., Chester R. F. Cramer, James G. Flaherty, C. I. Halye, Thomas Larke, Jr., Robert St. John Orr, Robert Lee St. Clair, and Leonard M. White.

**Trophy Presented to Navy**

Due to the efforts of Gordon McDonald, chairman of the Sports Committee of the Junior Chamber of Commerce, Mr. Peter B. Kyne, eminent San Francisco author, donated an elaborate trophy for the winner of the Navy N. B. A. Shoot held August 17, 1930.

This trophy was presented to Admiral Schofield, commander of the battle fleet on Harbor Day.

Mr. Kyne further presented a richly bound set of his works to the flagship of the Pacific Fleet.

**Welcome to New Members**

The Junior Chamber of Commerce extends to membership the following, who joined during the period from Aug 13 to September 12, 1930:

W. Lindley Abbott, Attorney, 43 Montgomery Street; Walter A. Anderson and Cristofani; J. O. Baumgardner, Hotel Mark Hopkins; Gerald J. B. Marsh & McLennan & J. B. F. Davy; Son; Edward S. Clark, General Store Supply Corp.; A. B. Crystal, Southern Pal Co.; B. M. Doolin, Standard Oil Co.; A. Douglas, Union Oil Company; Kim Dyer, Attorney, 1214 Financial Center Bldg.; Robert Holliday, Call-Bull (Charles H. Kispert, General Insurance Broker, 310 Pine St.; J. M. Lator, Marine Elec. Eng., 224 Spear St.; Charles Lindgren, Forrester Cornicie Woodward Martin, The Crusaders, 11 Capt. Evan K. Meredith, Athletic Club 9th Corps Area, Presidio; W. P. Morrissey, Postal Tel.-Cable Co.; Edgard Newton, Printing, 500 Howard St.; S. S. Perry, Calif. School of Fine Arts; W. Ryberg, Standard Oil Company; and J. A. Sutro, Attorney, Standard Oil Bldg.

**Membership Committee Turning to Literature**

"Ahead of the Times" is the title of a booklet being prepared descriptive of formation, growth and activities of Junior Chamber of Commerce. With completion of both the copy and work this week, the pamphlet will be sent to the Executive Committee for approval.

The title, "Ahead of the Times," been selected as being in keeping with aims and ambitions of the Junior Chamber, and the cover will be of futuristic design showing San Francisco from waterfront. The booklet will contain 16 pages of reading matter, cleverly illustrated in the modern manner.

At the present time the Junior Chamber has no informative literature of kind. Through the efforts of the Membership and Publicity Committees, the booklet is being drawn up to take care of many requests for information regarding the organization and its activities is also intended to use the pamphlet interesting prospective members.

**President Threlkeld Speaks**

On the evening of September 1, President J. H. Threlkeld of the Junior Chamber spoke at the farewell dinner tendered Major General John L. Hines by the San Francisco Branch of the Reserve Officers Association.

**OBSERVATIONS**

It was with a feeling of humility and deep appreciation that we read the editorial in a recent edition of the Call-Bulletin about the San Francisco Junior Chamber of Commerce. However, the thousands who read the "free advertisement" as it was called, could not help but realize how futile the efforts of the Junior Chamber of Commerce would be without the help and friendly cooperation of our local newspapers which has surely been ours.

The Pacific Telephone and Telegraph Company has once again proved that it is always ready to assist in the development of the community, by the contribution of such splendid posters for Harbor Day. San Francisco and the Junior Chamber of Commerce are indeed fortunate to have such a real friend right in the heart of the family.

**GOLFERS SIGN FOR TOURNAMENT**

[ continued from page 1 ]

Below are the conditions, program and list of prizes for the tournament:

The competition for the Open Match Play Championship of the United States will be held at the Olympic Club at Lakeside, San Francisco, California, beginning Thursday, December 4, when the \$7500 purse and trophies will be competed for under the rules of the United States Golf Association.

The winner of the competition will be the champion open match play golfer for the year, and the prizes will be awarded in the manner shown below.

In the event of a tie or ties for the 32nd place on Thursday, the contestants so tied shall continue to play until a lead by strokes at any hole has been gained.

In drawings for match play rounds, the draw will be seeded from a ranking list to be prepared by the committee ranking the leading 20 players. The first eight names on such ranking list will be seeded in the draw.

In the event of halved matches the players shall continue to play until one of them shall have won a hole, which shall determine the winner of the match.

All entries are subject to the approval of the Tournament Committee.

Entries limited to the following: Professionals who are members in good standing of the P. G. A.; amateurs who have association handicaps of 5 or less (limited to 20 players).

**PROGRAM**

**THURSDAY, DECEMBER 4th**  
 Qualifying Rounds  
 Lowest 32 aggregate scores to qualify for match play. Draw to be seeded.

**FRIDAY, DECEMBER 5th**  
 9 A. M. Match Play Round (18 holes)  
 2 P. M. Match Play Round (18 holes)

**SATURDAY, DECEMBER 6th**  
 9 A. M. Match Play Round (18 holes)  
 2 P. M. Match Play Round (Semi-Finals) (18 holes)

**SUNDAY, DECEMBER 7th**  
 9 A. M.-1:30 P. M. Match Play Round (Finals) (18 holes)

**PRIZES**

To Amateurs: Trophies.  
 To Professionals: \$7,500.00.

**Distributed as follows:**

The winner shall receive ..... \$1500  
 The runner up shall receive ..... 1000  
 The two losing semi-finalists shall each receive ..... 500  
 The four losing mid-finalists shall each receive ..... 300  
 The eight players losing in the second round shall each receive ..... 150  
 The sixteen players losing in the first round shall each receive ..... 100  
 The player making the lowest score in the 36 hole qualification round will receive a special prize.

# FACTS and CRACKS



... have all heard of spaghetti eating contests where miles and miles of this pasta are consumed. Well, here is a new one. Captain Stanley Allen of the Marine Department of the Standard Oil Co., at Harbor Day dinner aboard the Dollar, President Taft, won the "Frog leg eating contest." This affair was more or less impromptu, for Captain Allen was not aware that he was eating frog legs until he had consumed several dishes. When he found out that he was eating the French delicacy, the contest was over.

... Charles Cantelow, who was a member of the first Board of Directors, is again elected in San Francisco as manager of the Redwood Lumber. Here is a good man for the Marine Committee, for he has been elected at Los Angeles for the past year, and should know about harbor problems.

... L. Stephenson, Jr., a member of the Harbor Day Committee was given the honor of securing all the girls for pictures in connection with publicity. The effect of this pleasant task prompted Mr. Stephenson to immediately pay one year's dues in advance to make sure that he will be in line to carry on the same task next year.

... Bob Levison is becoming a spell-binding orator. He has faced the Board of Supervisors recently on several occasions and spoke in behalf of the fire ordinance. This finance has been passed by the supervisors, and will become a law within two weeks. This is another splendid job, and praise is surely due to Bob and his energetic committee.

... Chief Brennan, who so ably and wisely has always assisted our Fire Prevention Committee, is out of town taking a rest from his fiery duties.

... Police Affairs Committee chairman, S. Garnett, was officially conducted through Chinatown, the Hall of Justice and the morgue, Wednesday evening, September 10, 1930. This connection could place Mr. Garnett in a position to at least get exemption from duty on the former's jury.

... The Membership Committee has put in new file headed "Prospects for Future members," and it is pleasing to note that so many names were added recently, as Fred Ehrlich became the father of a baby boy on August 28, and M. M. Smith announces the arrival of a son on August 29.

... Martin Mitau is spending his vacation in a very useful manner, acting as nurse aid for the recent arrival in his family.

... Harry Browner, chairman of the Industrial Committee, is vacationing at Del Monte, looking over the golf industry.

... Sidney Kahn is in New York and will be away about four weeks. These stock and bond men surely have the soft jobs (four weeks vacation?). While in the east, we hope Sid will use some of his time to interview golfers and interest them in our Open Match Play Tournament to be held in December.

## New Police Committee

### Assisted by Chief Quinn [continued from page 1]

... gation goes, the more convinced are they that San Francisco has, on the whole, the finest Police Department in the world; the Automobile Bureau recovers more than 99 per cent of all cars stolen. They have eliminated pickpockets (who can not work without protection), practically all the evils of Chinatown, and are apparently very modern and up to date even to the point of surpassing other Police Departments in new methods and equipment. San Francisco has on the whole, less crimes than any other sizable city in the United States, in spite of concentrated foreign districts.

... All of this is being done with an underground force. Whatever they lack in numbers, is to a great extent, made up in superior training. The younger men coming into the department (many of whom are high school and college graduates) are so handled that in the course of a year and half, they are what well may be called super-policemen. In days gone by, it took an officer twenty years to reach this stage of perfection. These young men make up the motorcycle sidecar detail that has drawn so much admiration from the public, not only for their daring courage but for their thoroughness, efficiency and courtesy.

... The Police Department, however, is hindered from outside sources, such as the apathy on the part of the public in giving them the whole-hearted support which they deserve, and apparently, the work of this committee will be directed toward eliminating these stumbling blocks.

... Various members of the committee have taken considerable time visiting the Police Commissioners' sessions, the Identification Bureau, the Photographic Department, and the school, which all officers must attend in their turn. Incidentally, this school, a new feature of the department, has yielded immediate beneficial results, without one single complaint from any member of the department.

... Recently, the committee, Vice President Folger and guests, were royally entertained by Chief of Police William J. Quinn, and had the pleasure of listening to two lectures. That grand old man of the department, Sergt. Patrick McGee, pictured Chinatown of thirty-five years ago when the sergeant was a patrolman in that district. Sergeant John Manion in charge of the Chinatown detail for the last ten years, delivered a very interesting talk on narcotics, which was replete with photographs, evidence in the form of confiscated property and weapons, and even samples, very carefully sealed in glass tubes. The entire party was then given a "Cook's Tour" through the city halls, the Coroner's office and Chinatown, under the guidance of Officer Thos. Conlin, ending in a prolonged visit to one of the Chinese theatres.

... The most remarkable feature of the evening was the fact that the Coroner's office was so spotless, modern and well-appointed, that fourteen young men and women could go into San Francisco's "ice plant" and dispassionately review several unidentified "non-voters" without a single member of the party experiencing any gruesome feelings.

## COMMITTEE MEETINGS

Monday, September 15—Publicity, and Executive.

Wednesday, September 17—Board of Directors, Golf Finance, Window Display for Fire Prevention Week, and Police Affairs.

Thursday, September 18—Industrial, Aeronautics, Marine, and Sports.

Friday, September 19—Fire Prevention, and Membership.

Monday, September 22—Executive, and Publicity.

Wednesday, September 24—Board of Directors, Golf Finance, Police Affairs, and Window Display for Fire Prevention Week.

Thursday, September 25—Marine, Golf, and Municipal Affairs.

Friday, September 26—Fire Prevention, and Membership.

Monday, September 29—Executive, and Publicity.

Wednesday, October 1—Board of Directors, Window Display for Fire Prevention Week, Police Affairs, and Golf Finance.

Thursday, October 2—Industrial, Aeronautics, Marine, and Sports.

Friday, October 3—Fire Prevention, and Membership.

Monday, October 6—Executive, and Publicity.

Wednesday, October 8—Board of Directors, Golf Finance, and Police Affairs.

Thursday, October 9—Marine, Golf, and Municipal Affairs.

Friday, October 10—Fire Prevention, and Membership.

## Harbor Day Results

### Gratifying to Chamber

[continued from page 1]

gent and searching questions regarding the system of operating San Francisco's docks and waterfront activities.

... The sports program broke into the national sports page headlines when the winning crew from the Standard Oil tanker Reed drove their life boat over the measured mile course in nine minutes and twenty-three seconds, lowering a world's record set in New York Harbor several years ago by no less than twenty-five seconds.

... On Battleship Row, the navy cutter race for the Olympic cup was won by the U. S. S. Idaho in a hair raising finish by inches, from two eager oared competitors. The sixty war vessels anchored in the bay and tied up at every available wharf on the waterfront were hosts to a throng estimated at 22,000 people during the afternoon and early evening. More than a quarter of a million of people either saw the parade or heard the broadcast of the day's events that went out over the air. At night the skies scintillated under the glare of the entire searchlight equipment of the battle fleet while coruscating fireworks fizzed and darted in spectacular fashion off the Marina.

... It was a day of days for the Marine Committee entrusted with the charge of this event. Each man did his duty and the program went off without a hitch or hindrance. The enthusiastic support of the San Francisco press and the keen interest manifested by the state-wide papers bounded home in a manner not to be forgotten.

... Chairman O'Garra of the Marine Committee received literally scores of letters from interested citizens discussing from every angle the ten points in the Harbor Day program. The best of these suggestions were incorporated in the program in its final form.

... Not content to rest on their oars, plans are now being laid down by the Marine Committee for making Harbor Day a permanent institution in the life of the city. The scope of the day is to be enlarged and every organization honestly interested in the advancement and welfare of our Harbor Day is to be invited to share in the proceedings. This year's program received invaluable assistance from the Propeller Group. It would be impossible to list in the space available the large number of San Francisco business firms and organizations who gave their help to the day seriously and unreservedly. Every committee of the Junior Chamber of Commerce contributed its full share to the success of the day.

## VENTURA HEROES

[continued from page 1]

... zation was featured prominently in news stories printed throughout the nation. Press Association dispatches credited the Junior Chamber with sponsoring the reception and several of the illustrated news syndicates relayed pictures showing Wilson Meyer presenting the Chamber's scroll to Captain Meyer aboard the Ventura. This scene was also taken by movie camera men and undoubtedly will be shown in motion picture theaters throughout the land.

... The Ventura arrived in San Francisco on September 1, Labor Day, and was met at quarantine by a launch bearing members of the Junior Chamber's Marine Committee. Other craft of all description met the rescue ship and circled her in salute while airplanes dropping overhead dropped flowers on her decks. Whistles and sirens on both sides of the bay sent up a mighty blast as the Ventura steamed toward her berth at the Malson docks.

... At 10:20 o'clock the following morning the Ventura officers and crew formed the nucleus of a parade at the Market Building and were escorted up Matson Street in a fleet of automobiles to the City Hall where they received the plaudits of the Mayor and a distinguished coterie of naval, military and civil officials. President J. H. Threlkeld represented the Junior Chamber of Commerce.

... From the City Hall, the "heroes" were whisked in motorcycle-escorted automobiles to the Merchants Exchange Building where they and a small number of Tahiti survivors were joint guests at a luncheon tendered by the Commercial Club and the Junior Chamber of Commerce. It was one of the largest and most enthusiastic gatherings ever assembled in the historic club dining room. Mr. Clay Miller, president of the Commercial Club, presided.

... The entire proceedings, including music by the Ventura orchestra and the speeches of Captain Meyer, three Tahiti survivors and President Threlkeld, were broadcast through the courtesy of the National Broadcasting Company over the entire chain covering the United States from coast to coast, so that the whole country might know of what stuff San Francisco seafaring men are made.

## Committee Formed

[continued from page 1]

... tending these meetings, representatives from religious organizations, labor organizations, and from the business world (a member of the Junior Chamber of Commerce), each talking for five minutes on behalf of this excellent cause.

... Circulars are being distributed requesting the recipients to mail the return card listing thereon any type of work, which they are able to offer and which would give employment, even for a few hours, to some needy and worthy San Franciscan.

... Some of the organizations already addressed include: The Men's Club, Howard Presbyterian Church; Sunday Morning Service, Grace Trinity Church; San Francisco Lodge, B'nai B'rith; and a radio broadcast.

... Members of both the San Francisco Chamber of Commerce and Junior Chamber of Commerce are urged to give this campaign serious thought. If you have at your home or place of business, work of any kind, which will give temporary employment to worthy individuals, fill out and mail the card which will shortly receive.

... If you can give immediate employment call at room 850 Mills Bldg. or phone GRays-Long 7203 and card will be quickly sent to you.

... As this publication goes to press we are informed by the Building Trades Labor Council that due largely to the efforts of this committee, work valued in excess of \$500,000 has either been completed or is under construction in San Francisco.

# Transcontinental Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

**11501—Absorption of loading, wharfage and other charges on import shipments of almond, red luan, tangle and white luan.** CL, eastbound; Proposal to amend Section 2, page 149 of Tariff 30-S (I. C. C. No. 1234, H. G. Toll, agent), to also give reference to Tariff 27-M (I. C. C. No. 1232, H. G. Toll, agent); Tariff 27-M to carry an item similar to Item 32 of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), to the effect that Application of Rates, Rules and Regulations as published in Import Tariff 30-S (or as amended) will apply in connection with rates on imported almond, red luan, tangle and white luan.

**11502—Wire fence post fittings or fixtures and iron or steel tubular fence post drivers in mixed carloads with fence or fence material and wire or wire goods, westbound:** Request for inclusion of wire fence post fittings or fixtures and iron or steel tubular fence post drivers, mixed carloads, in Item 3858 and 5580 of Tariffs 1-H (I. C. C. No. 1237 of H. G. Toll, agent) and 4-E (I. C. C. No. 1239 of H. G. Toll, agent).

**11503—Pineapples, imported from Cuba, CL, westbound:** Request for carload rate of 81.87¢ per 100 lbs., minimum weight 20,000 or 24,000 lbs., on pineapples, imported from Cuba, from New Orleans, La. (Group "E"), to California, Tariff 1-H (I. C. C. No. 1237 of H. G. Toll, agent).

**11504—Animal manure, including sheep manure, CL, eastbound:** Request for carload rate of 85¢ per 100 lbs. from Lovelock Nev., to Montreal, Quebec, Toronto and Winnipeg, Canada, Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11505—Alfalfa hay and chopped alfalfa, CL, eastbound:** Request for establishment in Tariff 2-Y (I. C. C. No. 1233, H. G. Toll, agent), of the following carload rates on alfalfa hay and chopped alfalfa, triple compressed in bales, minimum weight 50,000 lbs., from Yakima and Kittitas Valleys to:  
Groups: D-E F-G H J  
67c 60c 67c 60c per 100 lbs.

**11506—Wrought iron or steel pipe and wrought iron or steel conduit pipe, LCL, westbound:** Request for less carload rate of \$2.89 per 100 lbs. on wrought iron or steel pipe and wrought iron or steel conduit pipe from Groups A, B, C, D and E to the Pacific Coast Tariffs 1-H (I. C. C. No. 1237 of H. G. Toll, agent) and 4-E (I. C. C. No. 1239 of H. G. Toll, agent).

**11507—Pipe fittings or connections, also valves, hydrants or fire plugs, etc., CL, westbound:** Request for carload rate of 81.55¢ per 100 lbs., minimum weight 40,000 lbs., from Group "A" to the North Coast, Item 3660, Tariff 4-E (I. C. C. No. 1239 of H. G. Toll, agent).

**11508—Plywood automobile body panels, reinforced with metal, CL, westbound:** Request for inclusion of plywood automobile body panels, reinforced with metal, in either Item 5435 or Item 5437 of Tariff 1-H (I. C. C. No. 1237 of H. G. Toll, agent).

**10191—(Reopened)—Potatoes, CL, eastbound:** Request for carload rate of 95¢ per 100 lbs. on potatoes from the North Coast to Fort Smith, Ark. (St. L.-S. F. Ry.) and intermediate points, Item 3855-series of Tariff 2-Y (I. C. C. No. 1233, H. G. Toll, agent).

**10995—(Reopened)—Fabric asbestos clutch facing, LCL, and CL, eastbound:** Request for amendment of Item 2270, Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), to in-

clude an entry reading, "Fabric Asbestos Clutch Facing."

**11430—(Amended)—Balls, bars or shapes, crushing or grinding, ball or bar mill, loose or in packages, CL, westbound:** Request for carload rate of 63½¢ per 100 lbs. on balls, bars or shapes, crushing or grinding, ball or bar mill, minimum weight 80,000 lbs., from Group "J" to Spring Garden, Calif., under Tariff 1-H (I. C. C. No. 1237 of H. G. Toll, agent).

**Supplement 1 to Docket 11456—Metal roller window screens and parts thereof, LCL and CL, eastbound:** Request of shipper (other than applicant in original docket) for inclusion of metal roller window screens and parts thereof in Item 1348 of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11461—(Amended)—Cooling boxes or refrigerators and cooling or freezing machines combined in mixed carloads with furniture, westbound:** Request for inclusion of cooling boxes or refrigerators and cooling or freezing machines combined in Item 2855 of Tariff 1-H (I. C. C. No. 1237 of H. G. Toll, agent).

**Refrigerators in mixed carloads with furniture, westbound:** Request for amendment of Section 5, Item 2875-C of Tariff 1-H (I. C. C. No. 1237 of H. G. Toll, agent), to include refrigerators as described in Item 2252 of tariff, in mixed carloads.

**11471—(Amended)—Vegetable, fish and animal oils, domestic and import, CL, eastbound:** Proposal to publish carload rates of 65¢ per 100 lbs. to Group "D" territories from the Pacific Coast on vegetable, fish and animal oils, both domestic and import, without transit, Tariffs 2-Y (I. C. C. No. 1233, H. G. Toll, agent), 3-B (I. C. C. No. 1238, H. G. Toll, agent), 30-S (I. C. C. No. 1234, H. G. Toll, agent).

**\*11487—(As issued)—Incense cedar for making pencils, CL, eastbound, to Shelbyville, Tenn.:** Request for carload rate of 50¢ to 60¢ per 100 lbs. on incense cedar for making pencils, from California to Shelbyville, Tenn., Tariff 27-M (I. C. C. No. 1232, H. G. Toll, agent).

**\*11489—(As issued)—Mineral water, fortified or not fortified, CL, westbound, transit:** Request for amendment of Item 1715 of Tariff 4-E (I. C. C. No. 1239 of H. G. Toll, agent), to provide that carload shipments of mineral water, fortified or not fortified, may be stopped in transit to partly unload at a reasonable charge.

\*Cancels notice under date of August 30, 1930.

## LEADS for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified. Domestic Trade Department.

**Addressing—Rodgers Addressing Bureau (B. F. Voerner),** 365 Market to 809 Mission.

**Adjusters—Creditors Adjustment Co.,** de Young Bldg. to 333 Montgomery.

**Advertising—R. W. Hankins,** 1286 Folsom to 279 9th; **Leon Livingston, Inc.,** 55 Sutter to 220 Montgomery; **Charles T. Nounman,** 55 Sutter to 220 Montgomery.

**Apartments—Luxor Apartments,** 720 Jones; **Architects and Engineers—O'Brien Bros.,** W. D. Pugh, 315 to 333 Montgomery.

**Association—Associated Filipino Association,** 1121 Sutter.

**Attorneys—Frederic C. Benner,** 703 Market to 220 Montgomery; **Hiram E. Casey,** de Young Bldg. to 333 Montgomery; **Dinkelspiel & Dinkelspiel,** de Young Bldg. to 333 Montgomery; **Edward Schary,** 315 to 235 Montgomery.

**Auto Repairing—Hlady Auto Repair Shop,** 1286 Folsom to 279 9th; **International Auto Repairing Co.,** 714 Pacific; **Recreation Auto Repair Shop,** 1729 15th to 1731 15th.

**Auto Tops—Howard Staudish, Jr.,** 438 Valencia.

**1026 Valencia; Lamings Used Car Exchange,** 3019 Mission.

**Bank—Chase National Bank of the City of New York,** 111 Sutter.

**Beauty Parlors—Mrs. Alfa Anderson,** 1302 18th; **Powell's Permanent Wave Shop,** 1175 Market.

**Beverages—A. I. Duffy,** 2401 to 1401 Bryant; **G. W. Lewis,** 2401 Bryant.

**Billiards—A. Volonte Pool Parlor,** 1968 Lombard.

**Bonds—First Mortgage Bond Co.,** 350 to 485 California.

**Bookbinding and Printing—Wm. S. Millerick Co.,** 412 to 545 Sansome.

**Brokers—Erlanger & Reed (insurance),** 417 to 333 Montgomery.

**Campaign Headquarters—Holph-for-Governor Headquarters,** 1067 Market.

**Candy—Millon R. Senk (wholesale),** 3370 19th to 3848 Geary.

**Carpenters—Norman & Johnson,** 287 Fell.

**Chemicals—General Chemical Co.,** 201 to 343 Sansome.

**Cigars—Kelly's Smoke Shop,** 701 to 692 Valencia; **Eddie Miller & Morey Levy,** 55 Ellis.

**Cleaners—A. Brown,** 2178 Bush; **Milano Cleaning & Dyeing Works,** 551 Columbus; **New Process Cleaning & Dyeing Co.,** 784 O'Farrell; **Park View Cleaners & Dyers,** 388 2d Ave.; **Harry Steinberg,** 2829 24th.

**Cleaning Comounds—Shine-All Floor Cleaning Co.,** 393 Leavenworth to 471 Ellis; **Shine-All Sales Co.,** 393 Leavenworth to 471 Ellis.

**Cleaning Supplies—Hillyard Chemical Co.,** 393 Leavenworth to 471 Ellis.

**Coat Hangers—City Coat Hanger Co.,** 1667 Folsom.

**Contractors—Abby Construction Co.,** 369 Arguello to 3897 Sacramento; **Ira W. Coburn,** 2048 Market.

**Credit Bureau—Imperial Credit Co.,** 821 Market.

**Delicatessen—Held's Delicatessen,** 750 Clement.

**Dentist—Dr. John J. Bray,** 430 Castro to 870 Market.

**Desks—West Made Desk Co.,** 33 Stevenson to 60 Federal.

**Draperies—Coast Drapery Mfg. Co.,** 585 Mission.

**Drugs—Lengfeld's Pharmacy,** 216 Stockton to Powell and Sutter; **Rex Drug Co.,** 4779 Mission.

**Dry Goods—Winne & Sutch Co.,** 674 3d to 660 3d.

**Embroidery—San Francisco Embroidery Works,** 277 Eddy to 135 Mason.

**Engineers—O'Brien & Garin (Industrial),** 215 to 333 Montgomery; **John E. Steele Co. (equipment),** 114 Sansome to 29 Moss.

**Engines—Hall Scott Motor Car Co.,** 620 Market to 116 New Montgomery.

**Expres—Vallejo Express Co., Ferry Bldg. to Pier 5; Vallejo—S. F. Express Co., Ferry Bldg. to Pier 5.**

**Finance—Empire Finance Corp.,** 350 to 485 California.

**Florists—Newson Co.,** 160 5th.

**Food Products—Health Food Store,** 1126 Market.

### A CALL TO ARMS

The chairmen of the Rad Committee and the Speaker Bureau are looking for some good men. Both these committees are engaged in active, interesting work. Due to the growth in their activities, more good men and true are needed. This is an excellent opportunity for live members of the Junior Chamber which are not at present serving the community.

### Notice of Action Taken

You are hereby advised of action taken by the San Francisco Endorsement Council in its meeting held September on the following campaigns:

1. Industrial Association San Francisco, endorsed. (Campaign to raise \$1,000,000 to cancel on the work of the Association will commence September and to be carried through promptly as possible.)
2. Chinese Hospital Association, endorsed. (Campaign for October 4 to 11, 1930, to raise Endowment Fund of \$200,000, which, \$100,000 is allocated San Francisco.)
3. Joint S. F. Parlors Honored Children Committee N. G. W. and N. D. G. W., endorsed. (Campaign to raise \$5000 in November, 1930, for care of homeless children in California awaiting adoption.)

JOHN L. CLYMER, Secretary

**Linotyping—Henry & W. Chon,** 340 to 545 Sansome.

**Loans—Community Mortgage Loan & Thrift Co.,** 915 Mission to 572 Market; **T. W. McClure,** 580 to 681 Market.

**Lumber—Murphy's San Francisco Lumber Co.,** 681 Market de Young Bldg.

**Manufacturers' Agents—W. C. Druel & Son,** 111 New Montgomery.

**Market—S. Alioto (fish),** 27 Taylor.

**Men's Furnishings—Abe Harris,** 11 Market.

**Millinery—Florence Compton,** 125 Stockton; **Wm. B. Regan (wholesale),** 49 4th to 731 Market.

**Moving—Active Transfer Storage Co.,** 393 Leavenworth 471 Ellis; **Abbot's Transfer Storage Co.,** 393 Leavenworth 471 Ellis; **Abbot's Van & Storage Co.,** 393 Leavenworth to 471 Ellis.

**Music—Conn's Music Shop,** 2432 Mission.

**Newspaper—San Francisco News,** 340 9th to 812 Mission.

**Oil—Gorham-Durbrow Co.,** 255 California to 114 Sansome; **Western States Petroleum Co. (R. L. Durbrow),** 2 California to 114 Sansome.

**Outfitters—Albert Barr (outdoor),** 517 Market; **Leibold Co. (outdoor),** 517 Market to 116 New Montgomery.

**Painters—Harry A. Hansen,** 194 Downey to 1221 24th Ave.; **H. Maxwell,** 2512 Clement 1937 Hayes.

**Paints—Arco Co. (E. J. Hagart),** 116 New Montgomery to 280 Battery.

## San Francisco Leads in LOW LIVING COST

# \$154,000,000 Developm't Program

### Buying Power Of S. F. Dollar Still Growing

REPORT compiled by the Research Department of the Chamber on "Cost of living as of June 1930 in San Francisco and 13 other cities in the United States," shows San Francisco lowest of the 14 cities, with Portland, Seattle, and Los Angeles ranked second, third and fourth, respectively. The annual cost of living for the average wage earner and moderate sized families at the end of June 1930, amounted to \$128 in San Francisco, based on United States Labor Bureau Reports, and other cities in the order of their cost were as follows:

Portland .....	\$1158
Seattle .....	1305
Los Angeles .....	1318
Baltimore .....	1396
Boston .....	1414
New York .....	1470
Washington, D. C. ....	1470
Philadelphia .....	1510
Chicago .....	1540
Buffalo .....	1565
Detroit .....	1690
Cleveland .....	1768
Jacksonville, Fla. ....	1779

The average annual income of the wage earner in San Francisco Bay amounts to \$1,000 based upon 1929 reports received from 26 typical manufacturers in this area.

The cost of living in June 1930 in relation to June 1929 was lower in all of the cities with a reduction ranging from 1.5 per cent in Portland to 3.5 per cent in San Francisco, with an average of 2.1 per cent for the 14 cities. The reduction in San Francisco amounted to 2.6 per cent, for the United States as a whole 2.1 per cent. The study further revealed that the greatest reduction in the items making up the cost of living in San Francisco is in the fuel and light, followed by clothing, and rent.

The cost of living in June 1930 in San Francisco was 20.5 per cent lower than in June 1920.

Retail prices in San Francisco in June 1930 were lower than one year ago in the greater of items. Out of a list of 42 food items the reports show 21 lower, 13 increased, and 5 remaining the same. Butter and eggs lead in reduction and oranges increase. Wheat, cabbage, fresh milk, and canned tomatoes remained the same. Electricity for household rates was 1/2c per KW/H reduction compared with 1929, and bituminous coal 50c per ton reduction. Natural gas containing 100 per cent greater heat value per cubic foot than artificial gas, was retailed at less than 10 per cent increased cost.

[continued on page 4]

### MALOLO'S SKIPPER PAID HIGH TRIBUTE

On the eve of his departure on a similar voyage of good will to countries bordering the Pacific, Captain Charles Arthur Berndsten, master of the Matsun Liner Malolo, was presented last Friday with an engraved resolution of appreciation and esteem signed by all the members of the 1929 Around Pacific Cruise which was sponsored by the San Francisco Chamber of Commerce.

Wallace M. Alexander and Robert Newton Lynch, chairman and manager, respectively, of the International Relations Committee of the Chamber, addressed a group of friends and fellow officers of Captain Berndsten in the social hall of the ship. The speakers described the significance of the voyage as an historic event which will have a lasting influence in the establishment of a closer relationship between San Francisco and the countries visited; an event that stimulated the realization that San Francisco is an international city, and that was largely responsible for the creation of the Department of International Trade and Commercial Relations of the Chamber of Commerce, which has become one of its major functions.

Resolutions similar to those presented to Captain Berndsten were presented to Mr. C. C. Moore, organizer of last year's cruise at his Santa Cruz home by Mr. Lynch.

### FIRST TRADE WEEK IS BIG SUCCESS

San Francisco's first Trade Week officially ended last Friday, so far as luncheon meetings are concerned, but the actual work of encouraging San Francisco's consumption of San Francisco products and the building of its payrolls has only begun.

This was the tenor of all the speakers at the closing luncheon at the CIBT Hotel. Daniel Evans, a director of the Junior Chamber of Commerce and author of this year's low jinks of the Bohemian Club, represented the Chamber of Commerce as the principal speaker of the day. "The Chamber has brought wholesaler and retailer together during these daily meetings," he said. "It conceived the idea of Trade Week and prepared its program. Now it steps out of the picture and it is for the buyers and sellers to carry on." He stressed the point that Trade Week was not in any sense a "Buy at Home" campaign, inspired by civic pride, but a common sense business proposition to stimulate the growth of San Francisco payrolls where the quality and price of merchandise make it possible.

[continued on page 3]

### Business Outlook Is Better Than Year Ago, Says President Cutler

ONE HUNDRED AND FIFTY-FOUR million dollars in government and private construction, actually under way or under contract and to be immediately started within the San Francisco Bay area. That is the answer of the San Francisco Chamber of Commerce to the question: "What's the outlook?" "The outlook is good. It is better than many believe it to be and it is very much better than normally." The foregoing is a statement by President Leland W. Cutler on the eve of his departure for the East last week.

Figures just compiled by Capen A. Fleming, manager of the Industrial Department of the Chamber, develop the surprising fact that building activities at the present time—a period generally accepted as a depression—are greater, rather than less, than they were a year or two years ago.

Exclusive of many major projects whose final details are yet to be worked out, such as the Salt Water Barrier, Sunnyvale Dirigible Base, Bay Bridges and the like, it is found that private capital is pledged to more than \$87,000,000 in improvements, and Federal, State and Municipal governments to approximately \$67,807,000.

These figures are impressive in that they represent employment of thousands of workers, which is our major problem. They justify our confidence in our community and they emphasize the stability of our position. It is traditional of San Francisco that her position is sound. More than any other city, San Francisco has been immune from the influences of booms and depressions, and if our progress at times has seemed less spectacular than many of us would have liked, it has been steady. The figures representing the bay district's construction program follow:

Projects of the United States Government in the San Francisco Bay District.	
Federal Building, Civic Center, San Francisco .....	\$2,000,000
Army air base, Marin County .....	5,000,000
Army air base, Alameda County .....	3,000,000
Stockton deep water channel (see state items) .....	2,100,000
Hospitals and housing, Presidio, San Francisco .....	365,000
Levy construction and flood control, Sacramento River .....	1,000,000
Post Office, Oakland .....	1,500,000
Addition to Berkeley Post Office .....	200,000
Richmond Harbor .....	350,000
Oakland Harbor .....	650,000
San Francisco Harbor .....	350,000
Mare Island Navy Yard .....	13,527,000

Total U. S. Government expenditures in this area.....\$31,312,000

Projects of the State of California in the San Francisco Bay District.	
New piers, San Francisco Harbor .....	\$2,400,000
Addition to State Building, San Francisco .....	425,000
Stockton deep water channel (See U. S. Government items) .....	1,300,000
San Quentin Prison addition, Marin County .....	150,000
Memorial Building, University of California .....	250,000
Engineering Building, University of California .....	685,000
Highways in the area (September 1930-July 1931) .....	3,500,000

Total State of California expenditures in the area .....

Major Projects of the municipalities of the San Francisco Bay District.	
Opera House and Veterans' Building, San Francisco .....	\$1,000,000
Third Street Bridge, San Francisco .....	500,000
Islais Creek Reclamation, industrial lands, San Francisco .....	1,600,000
Board of Health buildings, San Francisco (additional bonds voted but not sold, \$2,500,000) .....	1,000,000
Water Department, San Francisco .....	400,000
Sewers, San Francisco .....	1,000,000
New Public Schools, San Francisco, 1930-1931 .....	1,000,000
Widening Illinois Street, San Francisco .....	1,500,000

[continued on page 4]

San Francisco  
Civic Center  
Free Public Library

# SAN FRANCISCO BUSINESS

SEPTEMBER 24, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone BA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879

## Transcontinental Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

Additional docket published September 13, 1930:

**11325 (Amended)—Dried or ground kelp, CL, eastbound:** Request for amendment of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), to provide for the following carload rates (in cents per 100 lbs.) on dried or ground kelp in heavy burlap bags from California to: Groups: D-E F-G-H I J Min. Wt. 78 71½ 68½ 50,000 lbs. 70½ 64 61 60,000 lbs.

September 20, 1930:

**11333—Ground dry asphalt, in bags, CL, westbound:** Request for amendment of Item 1635-A, Tariffs 1-H (I. C. C. No. 1237 of H. G. Toll, agent) and 4-E (I. C. C. No. 1239 of H. G. Toll, agent), to also apply on ground dry asphalt, in bags.

**11334—Dry dessert preparations, LCL, eastbound:** Request for less carload rate of \$2.50 per 100 lbs. on dry dessert preparations from California to Group "D" and west under Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11335—Cranberries, CL, eastbound—from Ilwaco and Megler, Wash., in connection with the Harkins Transportation Company:** Proposal to amend Section 2 of Tariff 2-Y (I. C. C. No. 1233, H. G. Toll, agent), to provide for the following carload rates on cranberries, in barrels, boxes or crates, minimum weight 26,000 lbs. from Ilwaco and Megler, Wash.:

A-B-C-C1-D-E-F-G-H-K-L-M J N	
187½	176 176 (in cents per 100 lbs.).

These rates to apply in connection with the Harkins Transportation Company.

**11336—Store and office fixtures, soda fountain outfits, store display refrigerators and other articles in connection therewith, CL and LCL, eastbound:** Request for the following carload rates under Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent) on:

Store or office fixtures, soda fountain outfits, as described in current Western Classification under that heading, in pkgs. as prescribed (or loose, if so provided) and subject to packing requirements of current Western Classification. Also store display refrigerators, wooden tables, steam tables and carbonating machines, minimum weight 12,000 lbs., subject to Rule 31 of current Western Classification, from California to: Groups: E F G H I J

Also request for establishment in tariff 3-B of the following less than

carload rates from California on articles as shown:

**Furniture, viz.:**  
Showcases, display, S. U., boxed; wall cases, S. U., boxed or crated; counters, wooden, S. U., boxed or crated; cabinets, wooden (without glass), S. U., boxed or crated; soda fountains, S. U., boxed or crated; store display refrigerators, S. U., boxed; tables, wooden, S. U., boxed or crated; steam tables, S. U., boxed or crated; plate glass, boxed; mirrors, boxed; chairs, wooden, S. U., boxed or crated; carbonating machines, S. U., boxed or crated, to: Groups: E F G H J

\$3.57 3.44 3.28 3.08 2.66 per 100 lbs.
---

**Furniture, viz.:**  
Wall cases, K. D., boxed; counters, wooden, K. D., boxed or crated; shelving, wooden, K. D. flat, boxed or crated; partitions, wooden, K. D. flat, boxed or crated; tables, wooden, K. D. flat, boxed or crated, to: Groups: E F G H J

\$3.03 2.92 2.70 2.62 2.26 per 100 lbs.
---

**11337—Airplanes, CL, westbound:** Request for establishment of the same carload rates on airplanes, minimum weight 10,000 lbs. flat, from eastern origin groups to the Pacific Coast, Item 1517 of Tariffs 1-H (I. C. C. No. 1237 of H. G. Toll, agent) and 4-E (I. C. C. No. 1239 of H. G. Toll, agent), as applicable on passenger automobiles, Item 5505 of the tariffs.

**11338—Iron or steel compressed gas cabinets, CL, westbound:** Request for inclusion of compressed gas cabinets in Sections 2 and 3, Item 3165-D of Tariff 1-H (I. C. C. No. 1237 of H. G. Toll, agent) and Item 3165-C of Tariff 4-E (I. C. C. No. 1239 of H. G. Toll, agent).

**11339—Fresh or frozen shrimp for export, CL, westbound—from Brunswick, Ga.:** Request for amendment of Item 1055-B, Tariff 29-T (I. C. C. No. 1236 of H. G. Toll, agent), by including Brunswick, Ga., in the same block with Jacksonville, Fla., at carload rate of \$2.00 per 100 lbs., minimum weight 30,000 lbs.

**11340—Coke, CL, westbound:** Request for carload rate of \$9.00 per ton on coke from Group "N" Alabama point to California, Tariff 1-H (I. C. C. No. 1237 of H. G. Toll, agent).

**11341—Silicon carbide: cloth, cloth and paper combined, and paper, coated with silicon carbide; silicon carbide stones (rubbing, scythe or whetstones); silicon carbide grinding wheels, LCL and CL, westbound:** Request for amendment of Tariffs 1-H (I. C. C. No. 1237 of H. G. Toll, agent) and 4-E (I. C. C. No. 1239 of H. G. Toll, agent) as follows:

Item 3090—Change entry reading: "Carborundum, in boxes," to read "Silicon carbide, in barrels, boxes or kegs."  
Item 3115—Substitute "silicon carbide" for "carborundum" in connection with entries on cloth, cloth and paper combined, and paper, coated with carborundum; stones (rubbing, scythe or whetstones), natural stone or carborundum, etc.; grinding wheels, carborundum, etc.

**11342—Pine oil, in tank cars, westbound:** Proposal to establish carload rate of \$1.50 per 100 lbs. on pine oil, in tank cars, subject to Rule 35 of current Western Classification, from Group "M" to Pacific Coast points under Tariffs 1-H (I. C. C. No. 1237 of H. G. Toll, agent) and 4-E (I. C. C. No. 1239 of H. G. Toll, agent).

**11343—Dry rabbit skins, LCL and CL, eastbound:** Request for less carload rate of \$3.50 per 100 lbs. and carload rate of \$2.00 per 100 lbs., on rabbit skins, dry raw, not dressed nor tanned, with hair on, machine compressed in bales, from the North Coast to eastern destinations, Tariff 2-Y (I. C. C. No. 1233, H. G. Toll, agent).

**11344—Hydraulic lift scrapers in mixed carloads with machinery, machines, etc., eastbound:** Request for inclusion of hydraulic lift scrapers in Item 2560-A of Tariff 2-Y (I. C. C. No. 1233, H. G. Toll, agent).

**11345—Boxboard, chipboard, strawboard and woodpulp board, CL, westbound—from Terre Haute, Ind., to the North Coast:** Proposal to amend Tariff 4-E (I. C. C. No. 1239 of H. G. Toll, agent), to provide for through carload rate of \$1.07½ per 100 lbs., minimum weight 40,000 lbs. on boxboard, chipboard, strawboard and woodpulp board from Terre Haute, Ind., to the North Coast.

When destined points shown low as taking
--

**11346—Crude infusorial earth, CL, bound:** Request for carload rate \$10.00 per ton on crude infusorial earth from California to Groups "A" and under Tariff 3-B (I. C. C. No. 1233, H. G. Toll, agent).

**11347—Non-application of class rate import traffic from or via Pacific ports to Florida points in Group "Territory":** Proposal to amend Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent) and 38-A (I. C. C. No. 1228 of H. G. Toll, agent), to provide for an item the effect that except as indicated low the class rates published in tariffs will not apply from points California, Oregon, Washington, British Columbia to points in Florida taking Group "K-1" rates therein on port traffic originating in Asia, Philippine Islands, Australia, New Zealand, Oceania, Fiji Islands, Hawaiian Islands west coasts of Central America, South America and Mexico, or beyond; continuation rates to apply. The except commodities in which class rates are published in the tariffs will apply on port traffic originating in Asia, Philippine Islands, Australia, New Zealand, Oceania, Fiji Islands, Hawaiian Islands west coasts of Central America, South America and Mexico, or beyond. Florida points in Group "K-1" territory are as follows:

Commodity.	When destined points shown low as taking
Boxes, paper, not nested, in packages, LCL	See Note
Buttons, agate or porcelain, in packages, LCL	4, 5, 6, 7
Clothing, including knit clothing, cotton or woolen, in bales or boxes, LCL	7
Dry goods, LCL, N. O. S., in Tariff 30-S (I. C. C. No. 1234, H. G. Toll, agent)	7
Flags, in packages, LCL	4, 5, 6, 7
Handles (wooden), lacquered, in packages, LCL	See Note
Hats (unfinished), bamboo, grass, hemp, palm leaf, reed or straw, nested or folded flat, in boxes, LCL	4, 5, 6, 7
Hats (unfinished), palm leaf or straw, in bundles or fibre-covered bales, LCL	See Note
Hemp, braid, viz.: Braid, hemp; braid, hemp and wool; braid, paper; hemp, knotted; in packages, LCL	4, 5, 6, 7
Nut galls, in bags, barrels or boxes, CL	See Note
Thermos bottles or vacuum flasks for thermos bottles, packed in individual cartons, boxed, LCL	1, 2, 3, 4, 5
Woodenware, viz.: Bowls, boxes, pails, trays, tubs, tea caddies (nested), toothpicks and kitchen utensils, CL	See Note

### Explanation of Rate Bases.

Rate Basis 1—Miami, Fla., and points grouped therewith in Southern Rate Base Agent J. H. Glenn's I. C. C. No. A-725.  
Rate Basis 2—Goulds, Fla., and points grouped therewith in Southern Rate Base Agent J. H. Glenn's I. C. C. No. A-725.  
Rate Basis 3—Homestead, Fla., and points grouped therewith in Southern Rate Base Agent J. H. Glenn's I. C. C. No. A-725.  
Rate Basis 4—Key Largo, Fla., and points grouped therewith in Southern Rate Base Agent J. H. Glenn's I. C. C. No. A-725.  
Rate Basis 5—Islamorada, Fla., and points grouped therewith in Southern Rate Base Agent J. H. Glenn's I. C. C. No. A-725.  
Rate Basis 6—Marathon, Fla., and points grouped therewith in Southern Rate Base Agent J. H. Glenn's I. C. C. No. A-725.  
Rate Basis 7—Key West, Fla., and points grouped therewith in Southern Rate Base Agent J. H. Glenn's I. C. C. No. A-725.  
Note. 1. All points in Florida taking Group K-1 herein.

**11348—Tomatoes, CL, eastbound—crosswise loading method and limitation of bulge pack:** Proposal to amend Note 1 of Items 3510-B and 5705 of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent) and Note 1 of Item 620-B of Tariff 37-B (I. C. C. No. 1227, H. G. Toll, agent), to read as follows: Similar note to be added to Items 5241 and 5710 of Tariff 3-B:

Tomatoes are not to be accepted in lug boxes without fixed or slatted tops, and must be loaded with tops up and ends of boxes toward sides of car. If loaded otherwise rate shall be increased ten per cent.  
Bulge pack will be permitted only to height of cleats on top of cover.

**11349—Sound deadening joist chairs, iron or steel and felt combined, CL, westbound:** Request for inclusion of sound deadening joist chairs, iron or steel and

felt combined, in barrels or boxes. Item 1620 of Tariffs 1-H (I. C. C. No. 1237 of H. G. Toll, agent) and (I. C. C. No. 1239 of H. G. Toll, agent).

**11350—Hair drying machines, electric, LCL, westbound:** Request for less load rate of \$3.25 or \$3.50 per 100 lbs. hair drying machines, electric, F Group "B" to California under Tariff 1-H (I. C. C. No. 1237 of H. G. Toll, agent).

**11334 and Supplement 1 thereto (opened)—Hops, machine-compressed, N. O. S., in bales or boxes, LCL and eastbound:** Request for reduction less carload rates on hops from the Pacific Coast to eastern destinations, Item 2260, Tariffs 2-Y (I. C. C. No. 1233, H. G. Toll, agent), and 3-B (I. C. C. No. 1238, H. G. Toll, agent), also that the \$1 rate, minimum weight 25,000 lbs., authorized for publication to Group "K" [continued on page 3]

# Foreign and Domestic TRADE TIPS

## FOREIGN TRADE TIPS

Articles concerning Foreign Trade Tips will be made to the International Trade Department of the San Francisco Chamber of Commerce, Davenport 5000, list number being given.

**2.—Representation in France.**  
Paris, France. Firm desires to form connections with manufacturers who wish to have an office in Paris and to be represented in France.

**3.—Greeting Cards.**  
San Francisco, Calif. French manufacturer of greeting and fancy post cards is an agent in San Francisco.

**4.—Gum Arabic.**  
Paris, France. Firm importing gum arabic for past ten years seeks market in Africa for this commodity.

**5.—Chemicals, Minerals, Raw Materials.**  
New York, N. Y. Commission merchants newly engaged in the chemical, mineral and raw material lines, are prepared to consider the introduction and sale of meritorious American products in the United States.

**56.—Copper Sulphate.**  
Hamburg, Germany. Firm desires addresses of local dealers and consumers, copper sulphate.

**57.—Machinery for Cleaning and Grinding Oranges.**  
Budapest, Hungary. Firm inquires for names of manufacturers of machinery equipment and grading oranges.

**58.—Dry Mushrooms, Potatoes.**  
Lanzig. Party wishes to communicate with firms trading in dry mushrooms and potatoes.

**59.—Bauxite Ore, Bauxite Cement.**  
San Francisco, Calif. Firm in Italy desires to communicate with manufacturers and importers interested in bauxite ore, used for aluminum, firebrick, abrasives, melware; also artificial bauxite cement, called cement foudou and clinkers.

**70.—Shoes.**  
San Francisco, Calif. Czechoslovakian manufacturer of shoes and sandals seeks market for these commodities.

**71.—Dried Prunes.**  
San Francisco, Calif. Party inquires for the addresses of exporters of California dried prunes.

**72.—Fresh Fruit.**  
Rangoon, India. Fruit merchant is interested in exporting fresh fruit to America.

**73.—Matting.**  
Calcutta, India. Manufacturers of carpets, mattings and fancy carpets are desirous of establishing trade relations with local importers of these commodities.

**73.—Cocoa Matting.**  
San Francisco, Calif. Party interested in selling from stock, about 500 sq. yds. green fancy cocoa matting and 430 sq. yds. brown fancy cocoa matting. Rolls of 4 and 4/4 width; 50 yds. long.

**475.—Agricultural Implements.**  
Tel-Aviv, Palestine. Party interested in importing into Palestine of agricultural implements, including pruning shears, grafting knives, etc.

**476.—Satin Hearts.**  
Oak Park, Illinois. Party seeks connections with importers of one, two and four ounce satin hearts from Japan.

**477.—Reed.**  
Salem, Oregon. Party interested in securing addresses of firms importing basket reed from the Orient.

**478.—Toys.**  
Seto, Owari, Japan. Trading company desirous of contacting importers of toys from the Orient.

**479.—Exhibition Space Salesmen.**  
San Francisco, Calif. The representative in the United States of an exposition which will be held in Mexico City in November, 1930, wishes to make contact

with agent to sell space on a commission basis.

**20480.—Timber.**  
San Antonio, Texas. Party in position to offer timber in Mexico for sale on stumpage basis; easily accessible to railways or navigation, either river or ocean. Holdings aggregate millions of acres, in various size tracts.

**20481.—Berets Basques.**  
San Francisco, Calif. French manufacturer of "berets basques" wishes to appoint a representative in San Francisco.

**20482.—Various French Products.**  
Le Havre, France. Exporters of coffee, tea, cocoa, rice, vanilla, pepper and spices, dried lentils, beans and peas, dried fruits, canned fish, fruits, beans, condensed milk, honey, cereals, sandal wood, oil seeds, mustard seeds, hops, beeswax, essential oils, etc., seek a local representative. Also desire to contact producers and manufacturers of American products, particularly cereals and canned foods.

**20483.—Belgian Products.**  
New York, N. Y. Belgian concern is anxious to get in touch with firms in San Francisco who would be interested in acting as their selling agents for the following commodities: slate powder, slate chips, blint and quartz, ochre, special earth and clay.

**20484.—Dried Prunes and Raisins.**  
San Francisco, Calif. Czechoslovakian firm seeks representation of California dried prunes and raisins for Poland, Roumania, Yugoslavia, Hungary, Austria and Czechoslovakia.

**20485.—Musical Instruments, Tuning Forks, Enameled Ware, Fire Proof Dishes, Etc.**  
San Francisco, Calif. Czechoslovakian firm is interested in appointing a local representative for their products, mentioned above.

**20486.—Chemical Fertilizers.**  
Hamburg, Germany. Firm desires to get in touch with importers of chemical fertilizers: Nitrate of potash and nitrate of ammonia.

**20487.—Fresh Apples.**  
San Francisco, Calif. A firm in Piraeus, Greece, inquires for the names of local exporters of fresh apples to Greece.

**20488.—Dried Fruits.**  
Piraeus, Greece. An import-export agent is anxious to contact exporters of California dried fruits.

**20489.—Chocolates, Bonbons, Etc.**  
Riga, Latvia. Manufacturers of chocolate, bonbons, etc., desire to appoint suitable agents in the United States to handle their line.

**20490.—Groceries.**  
Pondicherry, French India. Party is anxious to have firm in export grocery business send him their catalog and price list, wholesale and retail, of such commodities as they handle.

**20491.—Rice Paper.**  
Shinshiku, Japan. A local market is sought for Japanese rice paper. Samples are available.

**20492.—Mining Machinery.**  
Edie Creek, Territory of New Guinea. Party is in need of "Bedan Pan," and other mining machinery.

**20493.—Representation.**  
Barranquilla, Colombia. Party is anxious to represent in Colombia producers, manufacturers and exporters of rice, flour, meat products, produce and raw materials.

**20494.—Sardines in Tomato Sauce.**  
Buenos Aires, Argentina. Firm seeks the agency in Argentina of local exporters of sardines in tomato sauce.

## DOMESTIC TRADE TIPS

Inquiries concerning Domestic Trade Tips should be made to the Domestic Trade Department.

**D-3565.—Representative.**  
Tulsa, Oklahoma. Party desires to get in touch with a high class specialty salesman to handle the general agency and carry stock of the Non-Glare Automobile Headlight.

**D-3566.—Representative.**  
Pittsburgh, Pa. Concern desires to get in touch with companies or individuals calling on builders, contractors and mantel and tile companies, to handle an electric wall heater.

**D-3567.—Representation or District Manager.**  
Syracuse, N. Y. Concern wishes to communicate with some engineering or mercantile firm of merit desirous of making connections in Central New York or who now has such connections and requires the services of a firm to act as district manager.

**D-3568.—Manufacturers.**  
Chicago, Ill. Concern manufacturing mining machinery and electric locomotives seeking a connection with business and manufacturing firms in this city to handle their manufacturing in the East. They are in a position to offer excellent manufacturing facilities for complete machinery weighing from 500 pounds to 50 tons, and could also produce heavy parts for manufacturers who might wish to ship the lighter operating parts and have the entire equipment assembled there.

**D-3569.—Distribution or Representation.**  
Seattle, Wash. Concern desires to get in touch with manufacturers of high quality food products, especially of California, who seek distribution or representation in Seattle.

**D-3570.—Manufacturer's Agent.**  
Canton, Ohio. Concern looking for a reliable manufacturer's agent or jobber in this city, to handle the sale of a new patented indoor table golf game.

**D-3571.—Representation.**  
Kansas City, Mo. Party interested in representing San Francisco manufacturers of sportswear in ladies' garments, knitted suits, etc., in Middle Far West.

**D-3572.—Representation.**  
Portland, Ore. Party anxious to get in touch with concerns manufacturing either a specialty or staple line of merchandise having merit and sales possibilities that are not represented in Oregon or the Pacific Northwest.

**D-3573.—Representation.**  
New Orleans, La. Concern desirous of securing the services of one or more reliable brokers, or agencies in this city, to handle the sale of paraffine waxes in the domestic market as well as for export.

**D-3574.—Representation.**  
Brooklyn, N. Y. Concern desires to get in touch with manufacturers of merchandise varying in type from mechanical contrivances to textiles, to represent in East. Representative will be in San Francisco within two or three weeks and conference may be arranged by any one interested.

## Industrial Development

Reported by the Industrial Department of S. F. Chamber of Commerce

**NEW INDUSTRIES**  
Pioneer Brass Works has just been organized and is occupying two floors at 159 11th Street, where the concern is in the business of ornamental bronze, brass and aluminum casting. A business is being built up with the builder's hardware concerns in this area.

**Dreamland Bedding Company, 3175 Mission Street,** has just commenced the manufacture of mattresses. This new company is rapidly building up a business with the trade in the bay district.

**EXPANSIONS**  
Due to a large increase in the sales of novelties manufactured by Kindel and Graham, the company, some months ago, took 30,000 square feet additional floor space, having leased the 3-story building at 754 Florida Street, where lamps are being manufactured and a new casting department established. This company will continue the art studio and factory at 803 Mission Street, where the finishing and

decorating of various art novelties are being done. Kindel and Graham also occupy the 3-story building at 782 Mission Street, where are located offices and salesrooms for the large stock carried by the company, which, according to C. C. Graham, embraces over 16,000 items of merchandise. This rapidly growing San Francisco concern now occupies a total of over 100,000 square feet of floor space.

## Transcontinental Freight

[continued from page 2]  
and west by Rate Advice 7896 be extended to apply to Group "C".

**11379 (2nd Amended)—Fresh or frozen Shrimp, Cal., westbound:** Request for rate of \$1.90 per 100 lbs. from Texas points (from one shipper) and rate of \$2.00 per 100 lbs. from Jacksonville, Fla., and Brunswick, Ga. (from two other shippers), to California on fresh or frozen shrimp, carloads, minimum weight 21,000 lbs. under Item 8690 of Tariff 1-11 (I. C. C. No. 1237 of H. G. Toll, first).

## FIRST TRADE WEEK

[continued from page 1]  
at home has the advantage of quick delivery and personal contact between the man who buys and the man who sells," he said, "and it has the added advantage of keeping the dollar here at home."

Mr. Evans paid tribute to the local Chamber for its energy in carrying out the Trade Week program, and urged all of the business interests represented to give it their heartiest support.

L. H. Marks, director of the Chamber of Commerce, chairman, pointed out the marked progress since the first day's luncheon. On that day there were some sixty wholesalers and manufacturers present and about ten retailers. Friday's luncheon was attended by the executives of practically every large downtown store.

Other speakers were Herbert Elosser, chairman of the Domestic Trade Committee of the Chamber; Ben Brown, representing the Down Town Association, and Nate Bergold, president of the Retail Dry Goods' Association.

## Special Notice to Industrialists

San Francisco industrialists operating under patents and formulae and interested in Australian business, but who now are excluded from that country because of prevailing tariff and other barriers, are invited to attend a special meeting in the Conference Room of the San Francisco Chamber of Commerce, at 3 p. m., Tuesday, September 30. At this meeting Australian engineers will outline a proposition for engaging in the manufacture in Australia of products, protected by patents and formulae, whose import into Australia is now prohibited or made difficult by the Australian Government's present fiscal policy. Please telephone Davenport 5000, Local 143 (International Trade Department) if you are interested in this meeting.

## Mexico City Exposition

Additional information has been received regarding the National Exposition which will be held in Mexico City during November, 1930. The exposition will be divided into the following sections: Industry, agriculture, mining, communications and popular arts. There will be foreign, as well as Mexican exhibits, and four days will be especially set aside for festivities surrounding exhibits from out of the country.

Arrangements have been made whereby foreign exhibits will enter Mexico "in bond," and duties will have to be paid only in case the merchandise is sold there.

Prospective exhibitors may secure further information from the International Trade Department.

# Business Outlook Is Better Than Year Ago

(continued from page 1)

Hetch Hetchy Project, San Francisco, 1930-1931	\$12,000,000
Boulevards, San Francisco	3,000,000
Rincon Hill regrade, San Francisco	125,000
Yacht Harbor addition, San Francisco	125,000
Exposition Building, Oakland	500,000
Grade separation, West 7th Street, Oakland	205,000
New dock, Oakland Harbor	1,000,000

Total municipal expenditures for the area \$27,955,000

<b>Major Projects of private business interests in the San Francisco Bay District.</b>	
Mills Building addition, San Francisco	\$1,000,000
Plant of Shell Chemical Co. near Pittsburg	5,000,000
Plant of Ford Motor Company, Richmond	3,500,000
Plant of General Petroleum Co., San Francisco	1,000,000
Warner Bros., theatre, Oakland	1,500,000
Southern Pacific Railroad Bridge near Martinez	12,000,000
Oliver Filters, Inc., Oakland	500,000
Western Pacific-Great Northern connection	10,000,000
Pacific Gas & Electric Co., next 12 months	22,000,000
Santa Fe Terminal project, Richmond	2,000,000
Pacific Tel. & Tel. Co., next 12 months	9,700,000
Berkeley Waterfront Co., development east shore of bay	200,000
Paramount Theatre, Inc., theatre, Oakland	1,500,000
Olympic Club, San Francisco	5,000,000
Salvation Army Hotel, Oakland	600,000
New buildings known to Building Inspector of San Francisco, but not announced	5,000,000
Grace Cathedral, San Francisco (\$1,000,000)	500,000
Shrine Temple, Oakland	2,500,000
Mills College, Oakland	2,000,000
University Christian Church, Berkeley	200,000
Hill-Castle Apartments, Oakland	1,000,000
Total expenditures of private capital for the area	\$86,700,000

Total amount of construction and developmental work under way or authorized for the immediate future in the San Francisco Bay District \$154,507,000

<b>Major Projects proposed, but subject to bond issue.</b>	
Golden Gate Bridge (November election)	\$35,000,000
Mills Field, San Francisco airport (November election)	4,000,000
Garbage incinerator, San Francisco (November election)	1,200,000
San Francisco Harbor development (November election)	10,000,000
Total major projects proposed	\$50,200,000
Grand Total all San Francisco Bay District Projects	\$204,707,000

## Very Latest Leads for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified. Domestic Trade Department.

**Artist**—Robert B. Shelton (advertising), 544 Market.

**Attorney**—Archie M. Stevenson, Kohl Bldg.

**Automobiles**—Herzog & Caplan, 1101 Van Ness Ave.

**Baking**—Cortland Pastry Shop, 629 Cortland; Crispi Pastry Co., 508 Fulton.

**Basket Works**—Fernando Zumino, 1424 Grant.

**Batteries**—Sunnyside Battery Shop, 4 Joost to 41 Monterey Blvd.

**Beauty Parlor**—Vivian's Beauty Shoppe, 412 Hyde.

**Bottling Works**—Geo. Braun Bottling Works, 2219 to 2249 Pine.

**Brokers**—Kaufman Cohn, 235 Montgomery; Frederic H. Mead (insurance), 405 to 333 Montgomery.

**Building Materials**—Condor Co., sales dept., 116 New Montgomery.

**Chemicals**—La France Chemical Co., 995 Market.

**Chimney Expert**—William Davis, 129 Rey.

**Cigars**—Club Smoke Shop, 501 Eddy to 233 Hyde; Virgel Giovanni, 730 Front.

**Cleaners**—Capp-Hetti & Co., 421 Columbus; Judah Cleaning & Dyeing Co., 430 Judah; Milano Cleaning & Dyeing Works, 121 Columbus; O'Farrell Cleaners, 509 O'Farrell; Webb Select Cleaners, 607 Knight.

**Coats**—Mines & Plaster (Gene Wishan), Ladies, 130 Sutter.

**Confectionery**—May Helbing, 1655 to 16 Divisadero.

**Construction Material**—Walker Bros. (electric), 50 Hawthorne.

**Dancing Academy**—O'Neill Sister's Stage Dancing Studio, 396 Broderick to 1319 Market.

**Delicatessens**—Fish's Delicatessen, 1077 Pine; Charles Freis, 1415 to 1435 Fillmore; C. Wigger, 2222 Mission.

**Dentist**—Dr. P. H. Hanschen, de Young Bldg. to 702 Market.

**Diamond Setter**—A. Muth, 133 Geary.

**Dolls**—San Francisco Doll Hospital (Mme. Anastasia Hoag), 435 Powell to 39 Grant Ave.

**Dredging**—Bulolo Gold Dredging Ltd., 58 Sutter.

**Drugs**—Hugo Pharmacy, 211 Hugo.

**Dry Goods**—J. Fleishman, 1223 Fillmore.

**Electrical**—Rutenber Electric Co., 55 New Montgomery to 717 Market.

**Engraving**—Cook, Cullen & Mahoney, 298 5th; Walter J. Mann Co., 563 Clay to 545 Sansome; Paramount Printing Plates Co., 298 5th.

**Express**—Reliable Transfer Co., 3010 24th.

**Finance**—Empire Finance Corp., 350 to 185 California.

**Food Products**—Modern Foods Co., 635 Stevenson; Page Food Products Co., 129 Tehama; Pure Food Store, 1126 Market; Natural Health Food Store, 1126 Market; Sanitarium Health Food Store, 1126 Market.

**Footwear**—Goodrich Footwear Corp., 566 6th.

**Furniture Repairing**—John W. Dole, 1401 Lyon to 2600 Post.

**Furniture**—Chesterfield Furniture Co., 1143 to 1147 Market; Jensen's Furniture Store, 1751 Geary; Stone Furniture Co., 902 McAllister.

**Garage**—Motor Service Garage, 946 Bush.

**Gloves**—Perrin Glove Co., Inc., 605 Market.

**Golf Courses**—Allskil Civic Center Course, 190 McAllister; Mission Golf Gardens, 3316 21th; Pine-Lark Golf Links, Pine and Larkin; Tunnel Golf Course, 11th Ave. and W. Portal; Twin Falls Golf Links, 1185 Market; Union-Van Ness Golf Course, 1551 Union; West Portal Fernald Golf Gardens, West Portal Ave. and 11th Ave.

**Gowns**—d'Estrei Gown Shop, 498A Geary; De Voir, 424 Geary; Vernon Shop, 133 Geary.

**Grocer**—Fred Goehen, 99 Webster to 479 Chenery.

**Hardware**—Bay Cities Hardware Co., 5031 Geary.

**Hats**—Quality Hat Works, 61 4th.

**Health Foods**—E. J. Leydecker, 245 Mason.

**Ice**—Dry-Ice Corp. of America (dry), warehouse, 310 Brannan.

**Ice Cream**—Victor Ice Cream Co. (R. C. Johnston), 460 8th to 448 8th.

**Importers**—Y. Sumi Co., 2221 to 2225 Pine.

**Ink**—Rotogravure Ink Co. Ltd., 325 Minna.

**Insurance**—Lincoln National Life Insurance Co., 315 to 333 Montgomery; Lumbermen's Fire Insurance Co., 201 Sansome to 348 Pine; Samish Newsom Settle Co., 405 Montgomery.

**Lamp Shades**—Jennie Wood Walton, 406 Sutter.

**Laundry Supplies & Chemicals**—Patek & Co. (A. Jacobi, Mared L. Hirsch), 513-515 6th to 1900 16th.

**Laundries**—Associated Steam Laundry Co., 491 Natoma; Hing Lee, 2211 to 2225 Pine.

**Leather**—West Coast Leather Co., 535 Clay.

**Linotyping**—J. P. Brown, 442 to 545 Sansome.

**Loans**—Morris Rumenthal, 52 Embarcadero; Community Mortgage Loan & Thrift Co., 915 Mission to 572 Market; First Mortgage Bond Co., 350 to 485 California; Metropolitan Guarantee Building Loan Assn., 915 Mission to 572 Market; Realty Mortgage Insurance Corp., 26 O'Farrell.

**Locksmith**—J. P. McCracken, 1471 O'Farrell to 370 Hayes.

**Manufacturers' Agents**—Elliot Cole, 605 Market; Continental Distributing Co., 1095 Market; Fred P. Winchester, 55 New Montgomery to 717 Market.

**Markets**—Dixie Market, 727 Geary; Veteran Meat Market (E. Sanchez), 399 Naples.

**Men's Furnishings**—Knothe Bros. Co., Inc., 605 Market.

**Merchandise**—Pellegri Bros. (general), 855 Front.

**Millwork**—Plywood Products Co., 123 Shipley to 935 Howard.

**Oil**—Seaside Oil Co., 2121 3d.

**Physician**—Dr. Howard Dignan, 350 Post to 2000 Van Ness Ave.

**Printer**—H. E. Wyatt, 2053 Fillmore to 2140 California.

**Printing**—Program Shop, 929 Irving to 32 Mason; Western News Press (B. J. Hooper), 523 Clay to 545 Sansome.

**Publicities**—Walter Barasch, 760 Market to 25 Taylor.

**Publishers**—Mission Press, 442 to 545 Sansome; N E A Service Inc., 310 9th to 814 Mission; Newspaper Enterprise Assn., 310 9th to 814 Mission; Standard Education Society, 593 to 1182 Market.

**Radio**—Cottage Radio Service, 1742 Taraval; Jack's Radio Store, 2127 Union; Schirmer & Murray, Chronicle Bldg.; Wright's Radio Shoppe, 2063 Union.

**Real Estate**—L. L. Solache & Associates, 703 Market.

**Refrigerators**—Arctic Refrigerator Co., 11 Mary to 718 Natoma.

**Restaurants**—Aristo's Sandwich Shop, 517 Eddy to 181 Turk; Brite Spot Cafe, 1301 48th Ave.; Niles Lunch, Pier 40 to Pier 30; Richmond Restaurant, 1059 Clement.

**Rubber**—Duvol Rubber Co. (W. J. Craft), 3345 Scott.

**Rubber Goods**—Miller Rubber Products Co., Footwear division, 564 6th.

**School**—Achille School of Language, 760 Market.

**Securities**—California Securities Co., 350 to 185 California; Consolidated National Securities Co., 485 California; United States Investment Securities (G. Andriein), 550 Montgomery.

**Service Station**—Richmond Super Service Station, 4228 to 4220 Geary.

**Sheet Metal**—Theodore Phillips, 281 4 Shoe Shining—Baby Jazz Shine Parl, 1844 Polk.

**Shoes**—London's Shoe Shoppe, Geary.

**Soft Drink Parlor**—Blossom Mall Milk Shop, 908A Market.

**Sporting Goods**—Basket Ball Sales Co., 1095 Market; California Sport Shoppe, Eddy.

**Studio**—Juanita La Bard, 533 Post to 1212 Market.

**Tailors**—R. C. Dickerson, 742 Market G & L Tailor Shop, 540 Geary; Tailoring Co., 25 Taylor; J. Greenber, 4027 24th to 4026 24th; S. Kurihara, 181 Post; A. Steinberg, 693 Mission.

**Taxi Service**—Central Cab Co., 1 Columbus.

**Upholstering**—Horblit Furniture Co., 1143 to 1147 Market; W. P. Mull, 1401 Lyon to 2600 Post.

**Watch Supplies**—Otto Frei, 717 Market.

**Wire**—Coast Wire Co., (Ernest Ro), 260 Spear.

**Wood**—J. R. Parke, 102 Bradford.

**Miscellaneous**—Automatic Mfg. Co., 10 Folsom; California Fine Arts Association, 2015 California; California Grape Con Board Ltd., 85 2d; Coast Natural Gas Co., 225 Bush; Day & Night Janitorial Co. (tracting Co., 725 Geary; De Villibus Co., 512 Mission to 831 Howard; Emco Dist. buting Co., 1028 Geary; Fabric Shop Ltd., 1941 Leavenworth; Dr. Bertrand S. Froman, 516 Sutter; Girl Scouts' Region Office, 465 Post; Ignition Supply & Exchange Co., 512 Golden Gate Ave.; Location Bureau, 1095 Market; Natural Gas Corp. of Calif. (R. E. Aitchison), 225 Bush; Natural Gas Properties Inc., 225 Bush; Phillips Products Co., 1206 Sansome; Placer Development Ltd., 58 Sutter; Pub. Distributing Co., 268 Market; Dr. Solsberg, 838 Grant Ave.; Sontag Clay Stores Ltd., Store No. 101, 1023 Market; Standard Encyclopedia Corp., 593 to 113 Market; Standard Management & Operating Corp., 225 Bush; Standard Pacific Gas Line Inc., 235 Bush; Standard Royalties Corp. Ltd., 235 Montgomery; Wister Shoppe, 254 Fillmore.

## BUYING POWER OF S. F. DOLLAR STILL GROWING

(continued from page 1)

The purchasing power of the wholesale dollar in the United States in June 1930 has been computed by the Bureau of Labor Statistics of the United States, in relation to the 1926 dollar, for a number of commodities. The farm product dollar purchasing power in June 1930 amounted to \$1.125. Other groups were as follows:

Food	\$1.105
Hides and leather products	.977
Textile products	1.217
Fuel and light	1.309
Metals and metal products	1.408
Building materials	1.111
Chemicals	1.125
House furnishing goods	1.040
Miscellaneous	1.342
All commodities	1.152

The extremes of the purchasing power of the dollar were both in the automotive industry. The automobile dollar was worth only 94.8c, while the dollar expended for rubber tires was worth \$1.910. The raw material dollar was worth \$1.179, semi-manufactured articles \$1.12, finished products \$1.125, and non-agricultural commodities \$1.159.

## S. F. Chamber to Visit East Bay Industries

# 1931 Promises Big Pay Rolls

### 3,000 Workers To Be Employed In New Projects

NINETY-FIVE million dollars for salaries and labor, and employment for 43,000 San Francisco Bay workers for one year, are on the "green," with an additional thirty-one million dollars, and employment for 1,000 for one year, in the "offing" as the result of the construction in the San Francisco Bay area as announced recently by the Chamber, amounting to \$154,000,000 on under way or to be in the immediate future, and additional projects amounting to \$50,000,000 subject to bond issue to be determined in November.

A report prepared by the Research Department of the Chamber shows the raffsmann in the San Francisco Bay area engaged in the building trades, receives an average of eight dollars per day according to the 1930-31 Building Trades Wage Scale, or about \$2300 per year upon the basis of a five and half day week, approximately \$77,253,000 will be paid to those employed in this group, thus creating 9,656,625 man-days-activity or the equivalent of work for 36,600 men for one year.

An additional \$2,760,000 will be expended for salaries and wages for those in the wholesale building material trade field, providing an average income, of \$2500 for one year for 1100 people.

Assuming that 90 per cent of the materials entering into these construction projects are fabricated in the San Francisco Bay area there will be \$15,120,000 expended in the production and manufacturing industries for labor and salaries—approximately nine and one-half million dollars for factory workers or activity for 7000 people and five and one-half million dollars for salaries, or activity for 4500 people.

Fifty-six per cent of the construction announced originates with private business, 20 per cent for the United States Government, 18 per cent for municipalities, and 5 per cent by the state.

### U. S. MAIL ABROAD

A trial period of four months, which will end in October will test a special fast air-mail service between Switzerland and French ports for the purpose of expediting United States mail by 24 to 48 hours. If the results of the trial period prove satisfactory, the service will be reopened in March, 1931, and definitely continued. The service connects Basle with most of the fast boats in Le Havre or Cherbourg. No additional postage or special indication on the pieces of mail are required in order to secure this service, which applies to all letters, post cards, commercial papers, samples and urgent printed matter.

### Chamber of Commerce Dues Exempt from Taxation

Contributions made by a business concern to a chamber of commerce in the nature of multiple membership dues, a large part of which are intended for the purpose of advertising the community as a desirable business location, are deductible by the contributor as a business expense. This decision of the Board of Tax Appeals, reversing the Commissioner of Internal Revenue, is just announced by the Chamber of Commerce of the United States.

The Board's decision was in the case of a Kansas City Department Store, which had increased its membership dues from \$720 to \$4300. The commissioner permitted only \$720 to be deducted as dues to the Chamber and held that the balance was precluded because it was intended as a contribution to a propaganda fund.

In reversing the Commissioner, the Board of Tax Appeals found that the amount disallowed was not a contribution, but a payment to the Chamber in the nature of subscriptions for memberships and annual dues. "The evidence," it said, "is persuasive and convincing that such memberships and the subscriptions and dues paid on account thereof were intended to, and did, materially increase the volume of the petitioner's business."

## Importance of San Francisco As a Military and Naval Base

SAN FRANCISCO enjoys the distinction of being one of three cities in the United States to host a high commanding officer of every branch of the armed service, each embracing an auxiliary group. Millions of dollars are spent here annually through military, naval and marine headquarters.

To San Francisco is also assigned the third largest Consular Corps, representing every government in the world, excepting Austria and Russia. The personnel includes 22 Consul Generals, 11 Consuls, 16 Vice Consuls and 1 Pro Consul, permitting intimate communication with 36 different countries.

The Presidio wrapped in an illustrious background has ever been intimately identified with the historic life of San Francisco. It is the oldest and one of the largest posts in the country.

Where is now located Fort Winfield Scott, Colonel De Anza, commander of a Spanish expedition, on March 28, 1776, raised a cross that marked the spot where was erected the first fort, a wooden square 275 feet on each side, with walls of red-wood palisades. Under Spanish rule it passed through various phases of rebuilding, until 1822, when it passed from Spanish control to Mexico. No improvements were made during the years of Mexican occupation, 1822-1840; it was permitted to crumble into ruins.

July 9, 1846, Commander John B. Montgomery took command of the old Castillo de San Joaquin and hoisted the first American flag. In 1853 under General Hitchcock, plans for a new fort was approved, and in 1861 Fort Point was completed, the name being changed in 1882 to Fort Winfield Scott, in honor of the then late General Winfield Scott, Major General of the U. S. Army.

Completed, the name being changed in 1882 to Fort Winfield Scott, in honor of the then late General Winfield Scott, Major General of the U. S. Army.

This came into existence the now famed Presidio of San Francisco, headquarters of the Ninth Corps Area, comprising the states of California, Oregon, Washington, Montana, Idaho, Nevada, Utah, Wyoming and Alaska; more than any other corps area in the country, the next being the second and fourth, each embracing eight states.

There is spent annually in San Francisco by the U. S. Army the sum of \$11,622,213.53 in the normal purchase of supplies and subsistence for the various branches of the services located. Specified supplies and equipment for all branches of the Army at overseas posts are also purchased here.

Of outstanding interest is the item of wages paid to several hundred civilian employees on the army payrolls in the bay region.

It will thus be readily seen that the money appropriated by Congress for the maintenance, supplies and pay of the Army in San Francisco and environments is returned directly to circulation, and is a well-recognized stabilizer of economic con-

### S. F. Committee To See Plants In Contra Costa

TO be more familiar with the industrial development projects of Contra Costa County, as well as those of San Francisco and the Peninsula, members of the Industrial Committee of the Chamber, plan an all-day inspection trip next Wednesday, October 8.

Leaving San Francisco via special motor sledge the party will travel to Pittsburg, where various industrial properties and developments will be visited before lunch. After meeting leading Pittsburg and Contra County officials at luncheon, the party will visit Baypoint, the site of the new \$5,000,000 Shell chemical plant, the new Southern Pacific bridge, and Avon.

From that point developments at Martinez, Crockett, San Pablo and Richmond will be viewed. At Richmond the Industrial Committee will give particular attention to the new Ford plant, the Santa Fe Railway's industrial tract, the Parr Terminal, Richmond port developments and similar large projects.

Detailed information regarding the various points to be visited will be supplied en route by representatives of the communities visited and by members of the Industrial Department staff.

ditions in the area in which branches of the service are located. It undoubtedly is responsible in no small measure for the betterment of conditions in this section of the country where army installations are on a scale more extensive than elsewhere.

Leaving army activities at the Presidio headquarters, attention is directed to the Twelfth Naval District, which includes all of Northern California, Colorado, Utah and Nevada. Rear Admiral William C. Cole is the commandant.

The principal activities include the Naval District headquarters; Navy Yard, Mare Island, where is located the hospital, naval ammunition depot and Marine barracks. While in the bay region proper is found the hydrographic office; receiving ship, commanded by Captain L. B. Porterfield; navy purchasing office; navy radio stations; recruiting station; naval reserve aviation base and naval R.O.T.C., University of California.

In this district alone the Navy employs [continued on page 4]

San Francisco  
Civic Center  
Free Public Library

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

## Transcontinental

# Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

**11551—Iron or steel articles, viz.: Dowel pins, fence or wire hoops, wire fencing, fence gates, hook fasteners, nails or spikes, wire fence post fixtures, fence posts, roofing fasteners, staples, wire, fence clamps, tubular fence post drivers, stay guards, wire hoops, etc., mixed carloads, westbound:** Request for establishment of the same carload rates, minimum weight 80,000 lbs., on mixed carloads of articles as described in Items 3645-A and 3650-B of Tariff 1-H (I. C. C. No. 1237 of H. G. Toll, agent), and Items 3645-B and 3650-B of Tariff 4-E (I. C. C. No. 1239 of H. G. Toll, agent), from eastern origin points to the Pacific Coast as apply in connection with minimum weight of 80,000 lbs. under Item 3650-B of the tariffs.

**11552—Canned dog food (containing 60% meat), CL, eastbound:** Request for amendment of Tariff 3-R (I. C. C. No. 1238 of H. G. Toll, agent), to provide for the following carload rates (in cents per 100 lbs.) on canned dog food (containing 60% meat) from Phoenix, Ariz., to:

Groups C-1	D	E	F-G-H-I	Min. Wt.
	91	85 1/2	85 1/2	68
	81	76	69	58
				60,000 lbs.

**11533—Chemical Glass Funnel, I.C.L., westbound:** Request for inclusion of chemical glass funnels in Item 126-series of Tariff 1-H (I. C. C. No. 1237 of H. G. Toll, agent), and 4-E (I. C. C. No. 1239 of H. G. Toll, agent) (I.C.L. rates provided in Item 2980-series on glassware as described in Item 126).

**11554—Fresh fruit, melons and vegetables, CL, eastbound—stopping-in-transit to partly unoad. Proposal to cancel Rules 16 and 100, shown on pages 296 and 388, respectively, of Tariff 2-Y (I. C. C. No. 1233, H. G. Toll, agent), or as amended.**

**11555—Dressed poultry, CL, westbound:** Request for carload rate of \$2.70 per 100 pounds on dressed poultry from Groups "P," "Q," and "H" to California under Tariff 1-H (I. C. C. No. 1237 of H. G. Toll, agent).

**11556—Common lime in mixed carloads with plaster, westbound:** Request for inclusion of common lime, mixed carloads, in Item 1100 of Tariff 1-H (I. C. C. No. 1237 of H. G. Toll, agent).

**11557—Lumber and other forest products from the North Coast to stations on the Greenwich & Johnsonville Ry., CL, eastbound:** Request for representation of the Greenwich & Johnsonville Ry. as a participating carrier in North Coast under Tariff 17-K (I. C. C. No. 1210, H. G. Toll, agent).

**11558—Wooden automobile body parts, viz.: Body bars, boards, sills and slats, CL, eastbound:** Request for amendment of Item 180 of Tariff 17-K (I. C. C. No. 1210, H. G. Toll, agent), Item 40-F of Tariff 18-K (I. C. C. No. 1222, H. G. Toll, agent), and Item 40-C of Tariff 28-J (I. C. C. No. 1235, H. G. Toll, agent), to include:

Automobile body parts, wooden, viz.: Body bars, boards, sills, and slats, unassembled, flat, cut to shape or not cut to shape, in the white or preservative treated.

**11559—Hay, machine compressed, in bales, CL, eastbound—From Lancaster, Calif. Rate Basis 1):** Request for amendment of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), to provide for reduced carload rates on hay, machine compressed, in bales, from Lancaster, Calif., to Middle West territory which will compare favorably with rates from Imperial Valley established under Item 4302, Supplement 14 to the tariff.

**11560—Methanol (anti-freezing compound), CL, westbound:** Request for inclusion of methanol in Item 1498 (Sections 1 and 2) of Tariffs 1-H (I. C. C. No. 1237 of H. G. Toll, agent), and 4-E (I. C. C. No. 1239 of H. G. Toll, agent), storage-in-transit subject to tariffs of individual lines to be permitted at Kansas City, Mo., on methanol originating at Group "B" West Virginia point and destined to the Pacific Coast.

**11561—Linoleum cement and paste, also linoleum rollers, in mixed carloads with linoleum, etc., westbound:** Request for amendment of Provisions 1 and 2 of "Note" in Item 1945 of Tariffs 1-H (I. C. C. No. 1237 of H. G. Toll, agent), and 4-E (I. C. C. No. 1239 of H. G. Toll, agent), to read as follows:

1. Linoleum cement and paste may be included with the linoleum or felt base floor covering, but the weight of the linoleum cement or paste is not to be included in arriving at the minimum carload weight of the linoleum with the other articles.
2. Steel linoleum rollers must not exceed twenty per cent of the minimum weight or actual weight, whichever is greater, of the linoleum or other articles shipped, except oilcloth, other than floor covering.

**11562—Seats (bleacher, circus, grandstand or stadium), portable, with or without equipment of railings, stringers or supports, or K. D., component parts in boxes, bundles or crates, CL, westbound:** Request for amendment of Item 909 of Tariff 1-H (I. C. C. No. 1237 of H. G. Toll, agent), to provide for carload rate of \$1.22 1/2 per 100 lbs., minimum weight 30,000 lbs., from Group "C" to California on:

Seats (bleacher, circus, grandstand or stadium), portable, with or without equipment of railings, stringers or supports, or K. D., component parts in boxes, bundles or crates.

**11563—Amylene dichloride, CL, westbound:** Request for inclusion of amylenedichloride in Items 1495 and 1496 of Tariff 1-H (I. C. C. No. 1237 of H. G. Toll, agent).

**11564—Horses, for slaughter, CL, westbound:** Request for rate of \$215.00 per 50 lb. car on horses, for slaughter, from Alpine, Tex., to San Jose and Mayhury, Calif., under Tariff 36-B (I. C. C. No. 1223, H. G. Toll, agent).

**11565—Talking machine record compound, in bags, CL, westbound:** Request that Item 5152-A of Tariff 1-H (I. C. C. No. 1237 of H. G. Toll, agent) be amended to also apply on shipments in bags.

**11566—Canned goods, CL, westbound—**from Big Stone City, S. D., Montevideo, Olivio and Ortonville, Minn., to California: Request for inclusion of Big Stone City, S. D., Montevideo, Olivio and Ortonville, Minn., in explanation of circle 43 reference mark in connection with Group "E" rate of \$1.24 per 100 lbs., minimum weight 40,000 lbs., Item 1920-C, Tariff 1-H (I. C. C. No. 1237 of H. G. Toll, agent).

**11567—Amyl acetate in mixed carloads with paint, varnish, etc., westbound:** Request for inclusion of amyl acetate, mixed carloads, in Item 1262-B of Tariff 4-E (I. C. C. No. 1239 of H. G. Toll, agent).

**11568—Grapes, CL, Eastbound, California to South Dakota and Wyoming points—minimum weight:** Request for reduction in minimum carload weight on grapes in Item 410-B of Tariff 37-B (I. C. C. No. 1227, H. G. Toll, agent) from 30,000 to 26,000 lbs.

**11569—Canned goods, for export to Cuba or Porto Rico, CL, Eastbound—California to Gulfport, Miss., and Mobile, Ala.:** Proposal to include Gulfport, Miss., and Mobile, Ala., as ports of export in Item 5255 of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11570—Cordage, including rope, twine, also cotton yarn, etc., CL, westbound:** Request for amendment of Item 5395-A of Tariff 1-H (I. C. C. No. 1237 of H. G. Toll, agent), to provide for the following carload rates (in cents per 100 lbs.) to California from:

Groups A-K B-L C-M C-1 D-E F-G-H I	J	Min. wt.
		24,000 lbs.
		173 165 158 150 144
		30,000 lbs.
		187 173 165 158 150 144

(These are same rates as named on dry goods in Item 2375-C).

**11571—Overhead garage doors with fixtures or runways attached, CL, eastbound:** Request for amendment of the following "door" items of Tariff 16-11 (I. C. C. No. 1243, H. G. Toll, agent), 17-K (I. C. C. No. 1240, H. G. Toll, agent), 18-K (I. C. C. No. 1222, H. G. Toll, agent), and 28-J (I. C. C. No. 1235, H. G. Toll, agent): Item 60, Tariff 16-11; Items 195, 282-A and 288, Tariff 17-K; Items 48-R, 180 and \*195, Tariff 18-K; Items 38-R and 180, Tariff 28-J, to include:

Overhead garage doors with fixtures or runways attached—the fixtures consisting of two pieces of steel with chain, spring and two rods (not including hinges, screws, locks and similar articles).

The weight of the fixtures or runways not to exceed 5% of the entire weight. \*In Supplement 22.

**11572—Guanyle rubber, CL, eastbound:** Request for carload rate of 75¢ per 100 lbs., or possibly a slightly higher rate, minimum weight 60,000 lbs., on guanyle rubber from California to eastern destination groups, Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11573—Cull beans, CL, eastbound—**for export to Europe: Request for establishment of the following carload rates in Tariffs 2-Y (I. C. C. No. 1223, H. G. Toll, agent), and 3-B (I. C. C. No. 1228, H. G. Toll, agent), on cull beans, minimum weight 60,000 lbs., from the Pacific Coast to New Orleans, La., when for export to Europe, viz.:

Tariff 2-Y	60¢ per 100 lbs.
Tariff 3-B	50¢ per 100 lbs.

**11579—(Reopened)—Hose, belting, packing, CL, eastbound:** Request for amendment of Item 2270, Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), to provide for the following carload rates for California to:

Groups:	D	J
	\$1.59	\$1.37 per 100 lbs.

**11425—Forms or form parts, clothing display or dress fitting consisting of head hands, feet or limbs (other than wax), boxes or crates, I.C.L., westbound:** Proposal to establish first class rate as less than carload commodity rates on the forms or form parts from eastern origin groups to the Pacific Coast and Tariffs 1-H (I. C. C. No. 1237 of H. G. Toll, agent), and 4-E (I. C. C. No. 12 of H. G. Toll, agent).

**11515—(Amended)—Onions and garlic straight carloads, also onions, garlic and potatoes, mixed carloads, eastbound:** Request for carload rate of 9¢ per 100 lbs. on onions and garlic straight carloads, or onions, garlic or potatoes, mixed carloads, from California to Groups F, G, H and J, Item 3500-A of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

## Industrial Development

Reported by the Industrial Department of S. F. Chamber of Commerce

### NEW INDUSTRIES

**L. Handelman Co., Ltd., 767 Mark Street,** began manufacturing operation several months ago, moving to San Francisco from Los Angeles.

Handelman and Manasse was an old San Francisco dress manufacturing firm which moved to Los Angeles, and operated there for eight months, after which this concern closed its Los Angeles factory and moved back to San Francisco. It has been re-incorporated under the name of L. Handelman Co., Ltd., an occupies 4500 sq. ft. at the present time. The old factory occupied but 2000 sq. ft.

L. Handelman is happy to be back in San Francisco, again manufacturing street and afternoon dresses at popular price. The entire coast is served from San Francisco.

### EXPANSIONS

The recent expansion of the San Francisco News by removal from their former quarters on Ninth Street to the old Bullfinch building provides additional floor space to accommodate their publishing activities, the staff for which has increased over a two-year period from 20 to 500 employees. The publication's annual payroll approximates \$1,092,000 at the present time. Although the new quarter provide 61,500 square feet of floor space according to Managing Editor W. N. Burkhardt, it is expected that further expansions will necessitate the occupancy of the balance of the six-story building now occupied by organizations other than those of news gathering and dissemination.

W. & J. Sloane, national wholesalers distributors, retailers and manufacturer have recently leased the former Western Electric Company Building, 680 Fulton Street, where their manufacturing shop and workroom activities will be consolidated. The new building provides 115,000 additional square feet of floor space for the company's operations. The concern will continue warehousing stock in their four-story building at 310 Townsend Street and will use the space vacated by their manufacturing departments for expansions in their retailing departments.

# Foreign and Domestic TRADE TIPS

## FOREIGN TRADE TIPS

1—**Foreign Trade Tips** series concerning Foreign Trade Tips should be made to the International Trade Department of the San Francisco Chamber of Commerce, 845 Market Street, San Francisco, California, 5000, list of members being given.

2—**Railroad Ties.** Mexico, D. F. Party in position to furnish railroad ties by contract, in large and oddial amounts, seeks a local market.

3—**Representation.** Vancouver, B. C. Well-established sales organization in Vancouver, B. C., is desirous of obtaining additional agencies for burning equipment and general engineering supplies.

4—**Gold Fish.** Seattle, Washington. Party inquires for names of local importers of gold fish in Japan.

5—**Menthol Crystals.** Minneapolis, Minn. Firm wishes to obtain the names of San Francisco importers menthol crystals from Japan.

6—**Onions, Potatoes.** Kobe, Japan. Japanese exporters of onions and potatoes seek a local market for their products.

7—**Used Automobiles.** San Francisco, Calif. Party is desirous of locating someone interested in purchasing used automobiles for export to Japan or India.

8—**Ladies' Evening Dresses.** Calcutta, West Indies. Party interested in bringing trial order of ladies' evening dresses, sizes 37 to 40, \$4.00-\$5.00 apiece.

9—**Cochineal.** Washington, D. C. Party desires to communicate with importers of cochineal from Spain.

10—**Representation.** Paris, France. Agent for food products in Paris wishes to represent a reliable California canned and dried fruits.

11—**Banana Dehydrators.** New York, N. Y. Party inquires for catalogue from manufacturers of banana dehydrators.

12—**Asphaltum.** Hamburg, Germany. Firm desires supply of crude asphaltum.

13—**Stearine Pitch.** Hamburg, Germany. Firm wishes to communicate with local importers of stearine pitch.

14—**Advertising Novelties.** Berlin, Germany. Maker of advertising novelties is anxious to get in touch with local importers.

15—**Hosiery.** Hertenstrasse, Germany. Manufacturer of hosiery and artificial silk hosiery and wishes to appoint a local representative.

16—**Lighting Fixtures.** Elmold, Germany. Manufacturer of electric lighting fixtures seeks a local market.

17—**Representation.** Lalmoe, Sweden. Party desires to represent reliable exporters of dried and candied fruits in Sweden.

18—**Prunes, Raisins.** Langzig. Party wishes to get in touch with exporters of dried prunes and raisins.

19—**X-Ray, Diathermal Apparatus.** Berlin, Germany. Manufacturer of special dental X-ray and diathermal apparatus, seeks contact with California importers.

20—**Wooden Merchandise.** Germany. Manufacturer of wooden merchandise (furniture, fixtures, etc.), is king for a local market.

21—**Art Needle Work.** Berlin, Germany. Firm is desirous of getting in touch with importers of art needle work.

20515—**Glue.** Hamburg, Germany. Party inquires for the names of San Francisco importers of glue.

20516—**Nicotine.** Hermannstrasse, Germany. Manufacturer of nicotine and nicotine sulphate wishes to appoint a local representative.

20517—**Tracing Paper.** Freiburg, Germany. Manufacturer of tracing paper desires to communicate with importers of this commodity.

20518—**Paint.** Hamburg, Germany. Manufacturer of a new hygienic paint seeks local connections.

20519—**Milling Machines.** Clemnitz, Germany. Manufacturer of milling machines for metal industries desires to appoint a representative in this territory.

20520—**Papier-mache.** Enschheim Saar, Germany. Manufacturer of papier-mache is anxious to get in touch with importers of this commodity.

20521—**Representation.** Germany. Manufacturer of belting (of cotton, camel hair, balata, etc.), pressing cloth of camel hair or wool, and asbestos automobile brake lining, seeks a local representative.

20522—**Scales, Cranes.** Hannover, Germany. Manufacturer of scales and cranes desires to communicate with California importers.

20523—**Toys, Advertising Novelties.** Braunschweig, Germany. A local market is sought for German toys and advertising novelties.

20524—**Chickpeas.** San Francisco, Calif. Party inquires for names of exporters of chickpeas to Italy.

20525—**Enameled Kitchenware.** San Francisco, Calif. An Italian firm engaged in the manufacture of enameled kitchenware, on the special process of which manufacture they have a registered patent, wish to introduce their product on the Pacific Coast.

20526—**Representation.** Oslo, Norway. Firm desires to represent exporters of fresh, dried and canned fruits in Norway.

20527—**Furniture.** San Francisco, Calif. Czechoslovakian manufacturer of bentwood furniture seeks a local market.

20528—**Mining Machinery.** Sofia, Bulgaria. Firm is anxious to secure a small machine for extracting gold from sand.

20529—**Representation.** Los Angeles, Calif. Responsible young Chinese with excellent connections, returning to Shanghai, wishes to secure representation on commission basis of manufacturers of low price range (up to 50c) merchandise: soap, for example.

20530—**Catalogues.** Dairen, Manchuria. Party desires latest catalogues of main department stores in this city.

20531—**Chinese Merchandise.** Chefoo, North China. Manufacturer of Shantung pongee silks, Chefoo hand-made laces, hand embroideries, human hairnets, China brasswares, etc., desires to contact local importers. Are also interested in contacting exporters of food products, canned goods, metal articles, sewing needles, Irish linen, old newspapers, flour, etc.

20532—**Raw Fur.** Seattle, Washington. Importers of raw furs from Japan and China are anxious to get in touch with raw fur buyers in this district.

20533—**Feedstuffs.** New York, N. Y. A produce exchange wishes to communicate with large importers of steamed bone meal, soybean meal, coconut oil meal, copra meal, etc.

20534—**Lumber.** San Francisco, Calif. Party now handling Philippine lumber in Japan is desirous of extending market to the United States.

20535—**Agency.** Managua, Nicaragua. Well-established agents for several large firms now desire to represent local exporters of the following articles: materials for soap-making (tashes, coconut oil, caustic soda, tallow, soda ash, rosin), drugs, sardines in tomato sauce, plum and red salmon, Chinese rice, wheat, canned fruits, onions, potatoes, apples, grapes, cereals, cinnamon, etc. References available.

20536—**Agency.** Guayaquil, Ecuador. Firm seeks sole agency on a commission basis for the Republic of Ecuador of manufacturers and exporters of the following commodities: canned sardines, codfish, rolled oats, dried fruits, spices, flour, etc.

20537—**Mining Machinery.** Tepic, Mexico. Firm wishes to enter into commercial relations with manufacturers of mining machinery.

## DOMESTIC TRADE TIPS

Inquiries concerning Domestic Trade Tips should be made to the Domestic Trade Department.

D-3575—**Distribution.** Philadelphia, Pa. Concern looking for a satisfactory agency among the auto glass replacement shops of this city, who might be interested in the distribution of Safe-Lite Glass.

D-3576—**Representation.** New York City. Party looking for good reliable firms to handle German bitters and tonics and German non-alcoholic extracts on the Pacific Coast.

D-3577—**Representation.** Peoria, Illinois. Concern desirous of obtaining sales representation in San Francisco for a proven automobile accessory.

D-3578—**Representation.** Boston, Mass. Concern looking for good articles of merit of which they can control the selling right in the New England States. Already have good connections with the automobile and radio music trade.

D-3579—**Representation.** New York. Manufacturers of corselets, girdles, garter belts, bandeaus and brassieres are looking for an energetic, live representation on the coast. Would prefer to make arrangements with one of the better known sales agencies who have their men travel regularly throughout that territory calling on department stores, specialty stores and the better class general dry goods stores.

D-3580—**Representation.** New York City. Party interested in communicating with manufacturers of merchandise to be sold to the farmer and householder, each article selling up to five dollars each at retail. Desires exclusive sale of article.

## Industrial Development

[continued from page 2]

### NEWS NOTE

**American Rubber Producers, Inc.**, of Salinas, California, after several years of experimentation, has now under construction a plant near Salinas, which will cost about \$150,000, according to J. M. Williams, Manager.

This new plant will produce rubber from a Mexican shrub known as guayule, which after years of experimentation has been made adaptable to cultivation in California, especially in the Salinas Valley.

This is an entirely new industry for California, and for this reason is of more than ordinary interest. There are now 5000 acres in the Salinas Valley devoted to the growing of guayule.

The new plant will have a capacity of 12,000 pounds of crude rubber daily.

## Very Latest Leads for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified. Domestic Trade Department.

**Advertising** — Allied Advertiser's Agency, 701 Market.

**Apartments** — Bellaire Apartments, Leavenworth and Green; Brooking Apartments, 315 5th; Poulsen Apartments, 1320 O'Farrell; Sea View Apartments, 555 Buena Vista Ave.

**Apparel** — Harry and Walter Maas (outer), 130 Sutter.

**Architects** — John H. Powers, 26 O'Farrell; Mrs. Helen Van Pelt (landscape), 2833 Broderick to 57 Post.

**Artists** — Henri Poriet (commercial), 25 Taylor; Zacharie & Hale (commercial), 576 Sacramento.

**Associations** — Companions of the Forest A O F, de Young Bldg. to 459 Guerrero; International Ladies' Garment Workers' Union, Local No. 8, 830 Market; State Association of California Architects, 557 Market.

**Attorneys** — Frederic C. Benner, 703 Market to 220 Montgomery; Donohue & Sumner, 551 to 703 Market; William H. Killer, 564 to 582 Market; W. F. Stafford, 870 Market to 163 Sutter; James D. Veatch, 1095 Market.

**Auto Repairing** — Auto-Bite Repair Shop, 539 Gough; Capital Auto Repair Shop, Colma, Calif.; Fenster & Body Shop, 155 Fell; Jones St. Auto Repair Shop, 529 Jones.

**Auto Trunks** — American Auto Trunk Co., 1619 Pine.

**Automobiles** — Central Auto Sales Co., 850 to 857 Valencia; Boy Hasselback, Ltd., 2340 Lombard; Lanning's Used Car Exchange, 3019 Mission.

**Bakery** — Donald G. Ross, 952 Fillmore.

**Barber** — V. S. Stewart, 1441 Fillmore to 2021 Polk.

**Batteries** — Victor Battery Corp. Ltd., 821 Market.

**Beauty Parlors** — Betty Stewart's Beauty Shoppe, 1411 Fillmore to 2021 Polk; Emily's Beauty Salon, 133 Geary.

**Beverages** — F. Rossi, 601 Union.

**Battling Works** — Geo. Braun, 2219 to 2249 Pine.

**Box Lunches** — Dandy Box Lunch, 399 9th.

**Boxes** — Stephen A. Austin (rigar), factory, H. Plum.

**Brokers** — Earl S. Douglass & Co. (J. J. Quinn), (stock), 315 Montgomery; Ben Lavencroth (insurance), 760 Market to 111 Sansome; Ed Luster, 1182 Market; H. T. Underwood (insurance), Hearst Bldg. to 111 Sansome; J. L. Wilson (real estate), 1179 Market.

**Cabinet Maker** — Geo. Cona, 745 Laguna to 1055 O'Farrell.

**Candy** — Meakin & Fisher, 3786½ Mission; Helen A. Watt, 586 Guerrero.

**Chiropractor** — Dr. S. R. Doshier, 2195 Mission to 522 Valencia.

**Cigarette Lighters** — Douglass Co., 278 Post to 315 Montgomery.

**Cigars** — Antonio Castillo, 628 Montgomery; Signey Coghlin, 600 6th; S. E. Holmes, 239 to 245 Powell; Horan & Walsh, 72 6th to 46 6th; P. O. O'Donnell, 3719 Mission; Louis Sasselhi, 210 Columbus.

**Cleaners** — Alex Cleaners & Tailors, 413 Kearny; Star Cleaning Co., 2105 to 2117 California; Sultitorium Dry Cleaners (T. J. Carothers), 2111 to 2121 Clement; Webb's Select Cleaners, 687 Haight.

**Club** — Cornwall Bridge Club, Francesca Apartments.

**Coal** — Bayview Coal Co., 2927 to 3903 Geary; General Coal Co., 608 Cortland; Webster St. Coal Yard, 1216 Webster to 1772 Ellis.

[continued from page 3]

**Confectionery**—Buttercup Sweet Shop, 1190 McAllister.

**Dancing**—John S. McCown, 577 Geary.

**Decorators**—Philip A. Ramus, 647 Geary; Smith-Robins (interior), 693 Sutter.

**Dentists**—Dr. James N. Brown, 450 Sutter; Dr. D. J. Potter, 450 Sutter; Dr. Edwin G. Schubert, 513 Valencia.

**Dolls**—San Francisco Doll Hospital (Mme. Anastasia Hoag), 39 Grant Ave. to 541 Grant Ave.

**Draperies**—Schirmer-Bell, 2214 Lombard to 1008 Sutter.

**Drayage**—California Drayage Co. (C. A. Weske), 5 Freelon.

**Drugs**—Dessell's Pharmacy, 1298 9th Ave. to 756 Irving; Family Pharmacy, 5851 Geary; Naborhood Pharmacy, 3300 Balboa; San Francisco Von Co., 821 Market; Sunset Pharmacy, 5th Ave. and Irving.

**Dry Goods**—Aaron Goldstine, 1400 Taraval to 3214 Folsom.

**Electrical**—Bay View Electric Co., 1619 Oakdale to 4942 3d.

**Employment Agency**—Golden Gate Employment Agency, 1203 1/2 Golden Gate Ave.

**Engineers**—Zucco, Pierre & Co. (Consulting), 166 Geary to 756 Sacramento.

**Felts**—Felters Co., Inc., 7 Front to Pacific National Bank Bldg.

**Finance**—Western Sales & Finance Co., 988 Market.

**Florists**—Belcher Floral Shoppe, 760 Market; Boddell & Co., 187 5th.

**Fruit**—Gall Fruit Co., 540 to 507 Front.

**Furnaces**—Electric Furnace Co., 74 New Montgomery.

**Furniture**—Geary Furniture Shoppe, 5340 Geary.

**Garages**—Morgan & Stone's Garage, 2120 Taraval; White's Garage, 1251 Steiner.

**Garments**—Novelty Garment Co., 49 4th.

**Golf**—Crocker-Amazon Golf Course, Mission and Rolph; El Patio Golf Course, 1555 Market; Fillmore Indoor Golf Course, 1223 Fillmore; Mar-Ket Golf Course, 2165 Market; Meadowbrook Indoor Golf Course, 988 Market; Michael Natov, 1223 Fillmore; Walter Young, 297 Masonic.

**Grocers**—Carl C. Holzeamp, 2750 Balboa; J. Lambros, 1532 Howard; L. C. Worthington, 1192 Guerrero.

**Hardware**—Balboa Hardware Store, 4043 Balboa.

**Hospital**—Public Surgery Corp., 450 Sutter.

**Hotels**—Italian-American Hotel, 838 Sansome; Rose Hotel, 655 Montgomery.

**Ice Cream**—Premier Ice Cream Co., 1 Converse to 418 8th.

**Importers**—W. T. McDonald Importing Co., Inc., 24 California; Y. Sumi Co., 2221 to 2255 Pine.

**Insurance**—Lincoln National Life Insurance Co., loan dept., 333 Montgomery; Lloyd's Casualty Co. of New York (T. E. Atchison), 114 Sansome; Massachusetts Bonding & Insurance Co., accident and health dept., 114 Sansome.

**Investments**—Anderson & Co., 111 Sutter; Lewis Miller Co., 235 Montgomery.

**Laundry**—Gough St. French Laundry, 100 Gough.

**Libraries**—Maiden Lane Circulating Library, 47 Maiden Lane; Rosemary Circulating Library, 878 Bush.

**Machinery**—General Laundry Machinery Corp. of Calif., 1128 Mission to 921 Howard.

**Mantels**—Guaranteed One Piece Mantel Co., 6011 to 6139 Mission.

**Markets**—George's Fruit Market, 930 to 1050 Taraval; Ingleside Fruit Market, 1320 Ocean.

**Milliners**—Richmond Millinery Shop, 2948 Mission.

**Mining**—National Mining & Exploration Society Ltd., 625 Market.

**Motors**—Mustar-Wait Motors, 270 7th.

**Moulds**—J. H. Macarthey (hat), 283 Clementina.

**Moving**—Bell Transfer Co., 814 Post.

**Notions**—A. L. Tuttle, 22 Battery to 210 California.

**Nursery**—Colma Nursery, Colma, Cal.

**Physicians**—Dr. Chelsea Eaton, 5347 Geary to 909 Hyde; Dr. Alfred C. Reed, 384 to 350 Post; Dr. Beverly Simpson, 384 to 350 Post.

**Printing**—Jas. H. Beardsley, 1820 Clement to 6124 Geary; Ted Lynn, 442 to 45 Sansome.

**Produce**—Ophir Produce Co., Inc., ship stores, 236 Drumm.

**Publishers**—Pacific Flyer, 558 Sacramento to 547 Mission; Penton Publishing Co., Western Building Forum, 703 Market to 381 Bush; Western Building Forum (Don Partridge, Roy M. McDonald), 703 Market to 371 Bush; Western Homes & Gardens, 703 Market to 381 Bush.

**Radio**—Cottage Radio Service, 1712 Taraval; Supreme Radio Service Co., 2885 Bush; Tropical Radio Telegraph Co., 1001 4th.

**Real Estate**—Bay View Realty Co., 4922 3d; Business Security Co., 123 Eddy; Cohen & Chelek, 1816 Irving; J. J. Dederich, 1386 9th Ave.; G. H. McCarthy, 1901 to 2049 Irving; O'Connor & Sullivan, 4560 Mission; Sullivan Realty Co., 809 to 820 Taraval; E. B. Ward, 1031 to 1331 Irving; Whitehorn Limited, 235 Montgomery.

**Restaurants**—Char Hong, 732 Jackson; Chris Sandwich Shop, 488 Sutter; Jack De Maria, 540 Broadway; Fountain Lunch, 85 Broadway; Guerrero Restaurant, 483 Guerrero; Wm. T. Hoffreter, 1103 Golden Gate Ave.; Arthur Josue, 9 Market; Lombard Restaurant, 2125 Lombard; Henry J. Marie, 5 Keys Alley; R. O. Patterson, 764 Howard; Unique Restaurant, 506 Battery.

**Saw Sharpening Shop**—Hart Mower & Saw Sharpening Shop, 709 Taraval.

**Seaweeders**—Sunset Seaweed Corp., 2251 Mariposa to 520 Hampshire.

**School**—Post Secretarial School, 465 Post.

**Scientific Apparatus**—Hoskin Mfg. Co., 1151 Market to 273 7th.

**Service Stations**—Decker & Black Mfg. Co., 130 8th; Van Doren Electric Tool Co., 130 8th.

**Sporting Goods**—Bremer, Johnson Co., 1287 to 1257 Market.

**Stocks and Bonds**—Dunn-Mills & Co., Pacific National Bank Bldg.

**Syrups**—Pete Hansen (malt), 2804 24th.

**Tailors**—A. H. Behm, 3030 24th to 1617 Taraval; London Tailors, 66 to 6 Vicente.

**Tires**—Van Ness Tire Exchange, 627 Van Ness Ave.

**Upholstering**—Herring & Sandmark, 1386 Sutter to 1416 Franklin.

**Warehouse**—F. Ingwersen, 385 1st.

**Wearing Apparel**—Baronette Shoppe, 800 Sutter.

**Wool**—E. H. Tryon, de Young Bldg. to 230 Brannan.

**Miscellaneous**—American Hindustani Trading Co., 821 Market; Associated Filipino Organizations, 1421 Sutter; Dr. Mary Bond, 210 Post to 1119 Market; O. W. Britt & Son, 9th and Clementina; Calavo Growers of California, Branch of, 540 Front; Blanche Crevier, 111 Sutter to 163 2d; Shelton G. Cooper, 620 Market; Edward Engelhardt, 55 New Montgomery; Engineering Sales Distributors Ltd. (C. A. Watts), 7 Front to Pacific National Bank Bldg.; G. H. Gillineau Co., 879 O'Farrell; Guaranty Products Co., 364 Bush; Herb's Repair Shop, 550 Turk; Iron Age Editorial Office, Western Building Forum, 703 Market to 381 Bush; Iron Trade Review, Western Building Forum, 703 Market to 381 Bush; Wm. L. Kaestner, 760 Market; Marsh-Stewart Laboratory, 58 Sutter; Alfred E. Meyers, 244 Kearny to 450 Sutter; Nashua Package Sealing Co., 525 Market; National Newspaper Enterprises Inc., 681 Market; Perfec Corp., 7 Front to Pacific National Bank Bldg.; Purex Products Co., 915 Bryant; Scott & Lossius Repair

Shop, 419 Larkin; Screen Mirror, S. F. Division, 1095 Market; Silk & Linen Shop, 316 Post; Dr. Effie Sutherland, 450 Ellis to 245 Leavenworth; Tung Jan Co., 652 Washington; Two Hundred Fiftieth Coast Artillery Instructors, 1800 Mission; Universal Fruit Products, 745 Bryant; Valve Cylinder Oiler Co., 879 O'Farrell; A. Willitt Associates, Hearst Bldg. to 485 California.

## WARREN McBRYDE REPRESENTS US ON TOUR OF THE WORLD

Warren H. McBryde, consulting engineer of San Francisco, accompanied by Mrs. McBryde and their daughters, Misses Lucile and Janet, left San Francisco on Wednesday, October 1, on the S. S. Makura.

They will visit Tahiti, New Zealand, Australia, the Dutch East Indies, French-Indo China, Siam and Singapore. Their itinerary from Singapore has not yet been determined, and they may go through the Suez Canal to Europe, or to South Africa and thence to Europe. They expect to be gone between four and six months.

Mr. McBryde will devote the trip, as he did his previous world tour, to a study of engineering progress, industrial development, harbor improvements, port facilities and foreign trade.

Mr. McBryde carries credentials from the San Francisco Chamber, and will call upon many of the business leaders in countries bordering the Pacific who were visited by the 1929 Around Pacific Cruise.

## Importance of San Francisco As a Military and Naval Base

[continued from page 1]

3600 civilians with an annual payroll of over \$8,000,000.

The average annual expenditure in the district, chiefly in San Francisco, is more than \$21,000,000.

Here permanently are stationed approximately 500 enlisted men and 250 officers. In addition about 10,000 men pass through Yerba Buena Island annually.

The Navy Purchasing Department, located at distriel headquarters, contract and purchase supplies for local activities and the Fleet and, as well, for all outlying Pacific possessions and the Asiatic station. The annual expenditure for this purpose is over \$8,000,000.

Outstanding in distinction is the headquarters of the United States Marine Corps—Department of the Pacific—under command of Major General Logan Feland. Marine headquarters in San Francisco were first established in 1920, with Brig. General George Barnett in command.

The Department of the Pacific inspects and furnishes personnel and supplies to stations on this coast, Nicaragua, Hawaiian Islands, Philippine Islands, Guam, Pieping and Shanghai. It also furnishes the personnel and equipment for the ships of the United States fleet while in the Pacific Coast, as well, as to the Asiatic fleet.

Marines under the Department of the Pacific are stationed at Puget Sound, Mare Island Navy Yard and Marine Corps Base, and maintain at all times an expeditionary force, including infantry, artillery, engineers, signal corps and aviation. This force is kept in constant readiness as an advanced base force for overseas expeditionary service.

At the Custom House is found the headquarters of the U. S. Coast Guard, and there is no more important in the service. Here we have the California Division, with Blanco, Oregon, on the north and the Mexican border on the south, as its boundary lines. Captain Eugene Blake, Jr., is in command.

## ADDITIONAL LEADS FOR NEW BUSINESS

**Advertising**—McCann-Erickson I (H. Q. Hawes), 114 Sansome.

**Apartments**—Morningside Apartment 245 Leavenworth; Seven Hundred Tay Apartments, 700 Taylor.

**Art Goods**—Yamasa & Co. (Orient) 506 Grant Ave.

**Associations**—California Legal Ass 111 Sutter; Jap Labor Association of S Francisco, 2150 Bush.

**Astrologer**—Alice A. Ayres, 177 Post 1400 Filbert.

**Attorneys**—Jesse W. Carter, 465 California; H. Albert George, 605 Washington to 250 Montgomery; Marino Giannini, to 505 Montgomery; Elda Grannell, Washington to 220 Montgomery; Nat J. Holly, 582 Market to 465 California; Roland J. White, 235 Montgomery to Pine.

**Auctioneer**—Mark J. Levy, 1085 to 1 Sutter.

**Auto Equipment**—Motor Rim & Wheel Service of Calif., 540 McAllister to Franklin and Post.

**Auto Repairing**—Paul & Neil, Inc., Ellis; Reliable Auto Repair Co., 62 Dubu Auto Service—United Auto Service Co. 4733 Geary.

**Automobiles**—Roy Hasselback, L 1565 Bush; Wyllys-Overland Pacific 1414 Van Ness Ave.

**Bags**—Suzanne Bags Agency, 609 to Sutter.

**Bakery**—Sunset Bakery, 742 Irving.

**Batteries**—Ervin & Hider Battery Electrical Co., 19th Ave. and Lincoln W

**Beans**—Darwin's Beans, 3005 Steiner

**Beauty Parlors**—Aurelia Beauty Par 1601 O'Farrell to 1596 Eddy; Fanc Beauty Shop, 218 O'Farrell; Hair Barber & Beauty Shop, 2970 16th; Jar Marie Beauty Shoppe, 4605 Geary; A Zdasiek Beauty Shop, 444 Balboa.

**Bedding**—Ace Bedding Co., 104 Gilbo Boston Bedding & Upholstering Co., 1 to 2001 Polk.

**Beverages**—Joe Virono, 1028 Kearny; Billiards—Paul's Pool Parlor, 2453 Bruno.

**Brake Lining**—Gordon-Mitchell Ltd., 542 Van Ness Ave.

**Chimney Sweeper**—John Ruano, 1 Leavenworth.

**Cigars**—Slyvan Jacobson, 514 Howard J. Seanton, 26 9th.

**Club**—Jessie Club, 310 Jessie.

**Collection Agency**—Results Collect Agency, 277 to 369 Pine.

**Contract Carriers**—Meyer Line, 944 L som.

**Contractor**—Gus J. Peters (electric) 7 Front.

**Dancing**—Ernesto Aguerro, 1806 Pa Ave. to 2221 Larkin; Helen Pachaud Pa nder Studio, 305 Grant Ave.

**Dentist**—Dr. Gerald D. Byrne, 889 Ge to 1516 Union.

**Dresses**—National Dress Co., 2825 C fornia.

**Dry Goods**—Goldman Dry Goods St 1209 to 1405 Fillmore.

**Electrical**—Enterprise Electric Wo 654 to 1164 Mission; Perryman Elec Co., 895 O'Farrell.

**Engineers**—Roy H. Elliott (mining), Market; Fred Kahn & Son (automotf 1560 to 1536 Pacific Ave.

**Finance**—Independent Finance Co., California.

**Flooring**—Layrite Floors Corp., 4th Channel.

**Florists**—Bohemian Floral Co., 599 P Geo. C. Matraia (wholesale), 194 S Marigold Shop, 878 Geary.

**Flour**—F. W. Guerin, 465 California

**Food Products**—Lewis Food Prod Co., 5216 Mission; Mason Malt & He Food Co., 245 Mason.

**Fruits and Groceries**—Robert Ba 200 Chermey; Geo. Pavlovsky, 2584 I sion; Nick Spanos, 527A Vallejo.

**Fur Goods**—Carl W. Rehmman, 209 to 123 Geary.

**Furniture**—Art Furniture Studio, Pine.

## Competition by Convict Labor Is Protested

**V**IGOROUSLY protesting the proposed encroachment by prison labor upon private industry, the San Francisco Chamber of Commerce has written the State Board of Prison Directors objecting to the manufacture of bean bags by convicts in San Quentin.

Pointing out that the bag industry is an important one in San Francisco, and that its invasion by convict labor would be a severe blow both to capital and labor, the Chamber's communication reads: "It is manifestly impossible for a private concern which is taxed to maintain the state government and state institutions to compete in any line in which the prison is a competitor."

The letter, signed by acting President J. W. Mailliard, Jr., follows:

"State Board of Prison Directors,  
San Quentin, Marin County,  
California.

**Subject: Contemplated Manufacture of  
Bean Bags by Prison Labor**  
Gentlemen:

"It has just been brought to the attention of the Chamber of Commerce that the State Board of Prison Directors is contemplating the manufacture in San Quentin by prison labor of bean bags. This, as we understand it, is in addition to the line of grain bags which the prison has been manufacturing over a period of years.

"As representatives of the tax-paying community and as employers of free labor who must be paid a wage commensurate with American standards of living, we strongly protest the plans for increasing the line of manufacture in San Quentin by prison labor.

"It is manifestly impossible for a private concern which is taxed to maintain the state government and state institutions to compete in any line in which the prison is a competitor.

"At a recent meeting of our Industrial Committee, where this matter was given full consideration, instances were given by committee members of lines of products formerly made in San Francisco which had to be abandoned because of prison competition.

"The bag industry is an important one in San Francisco, and owing to the fact that the prison is now making grain bags, this industry does not formally protest this line of product, but representatives of that industry and the Chamber of Commerce as a whole do emphatically protest against the further encroachment of the prison upon private industry, which, we again repeat, is called upon to bear the burdens of the social structure.

"We trust that your honorable board will give careful consideration to what we feel are legitimate objections to increasing manufacturing operations in the prison, as stated above, and that they may be abandoned."

Very truly yours,  
J. W. MAILLIARD, JR.,  
Acting President.

## The Golden Gate Bridge

The San Francisco Chamber of Commerce was placed on record by its Board of Directors last week as favoring the earliest possible construction of the Golden Gate Bridge. In accepting the report of a special committee which was appointed many months ago for the specific purpose of studying every phase of the problem, the Board went further than a tacit approval; it pledged its vigorous and enthusiastic cooperation to a project which it declared will inevitably be of great developmental value, not only to San Francisco, but to the entire State.

The decision of the Bridge Committee, and subsequently of the Directors, was based largely upon the pledge of the board of directors of the bridge district that the structure would not exceed in cost the \$35,000,000 for which bonds are to be voted by the people next month, and upon the substantiating estimates of reliable experts that the bridge would be practically self-supporting financially from the day of its completion. In other words, that the retirement of the bonds, including interest, would be accomplished through revenue.

The report of the Bridge Committee, which reviewed at length the many ramifications of its investigation, was published in full during the week by the local press.

## Industrial Development

REPORTED BY THE

Industrial Department of S. F. Chamber of Commerce

### NEW INDUSTRIES

**Kenyon Food Products Company** has recently been organized and is occupying two floors at 917 Bryant Street. This concern's new modern plant is manufacturing table syrups known as Kenyon's Kamp pure cane and Canadian maple syrups. At present the company has five on its payroll and is building up a business with the trade in the Western states.

**Colonial Food Company** has just been organized and is occupying three floors or

a total of 7000 square feet at 436 Bryant Street. This new concern cooks and bakes hams shipped here from Virginia. The concern also packs a prepared sauce for ham. The products are shipped by company-owned trucks to the stores and delicatessens throughout San Francisco and the State of California. The manufacture of Colonial Food Products was commenced with a payroll of 10 employees and expects to expand rapidly and enlarge payroll.

### EXPANSIONS

That a spirit of optimism is now spreading among the business men of San Francisco is evidenced by the expansion announced by the **Samarkand Ice Cream Company**, who have recently leased from Louis R. Lurie for a period of twenty years a one-story and mezzanine concrete building now being erected on the south line of Folsom Street.

Because of the increased demands for the products of the **Samarkand Company**, it was necessary for them to add this building to their present quarters at 803 Folsom Street. With the new building, space for operations will be doubled. With increased business this concern has added to its force and payroll, doubled its advertising, and hopes to double its business in the near future.

### NEWS NOTE

During the past week the largest single shipment yet made by the **Pacific Electric Manufacturing Company**, consisting of six carloads of oil circuit breakers manufactured in San Francisco, was shipped to Trinidad, Texas. Larger orders than this have been received by this fast-growing San Francisco concern, but this six-carload shipment is the largest made under any one order, according to Joseph Thompson, president. The Trinidad power house, which serves such cities as Dallas and Fort Worth, already had in use some of the San Francisco-made oil circuit breakers, and this large order confirms the satisfaction already given by this product.

The **Stockton Fire Brick Company** has started work on another plant at Pittsburg, California, where they will manufacture fire brick and other refractory products. Clay for the new plant, which will employ from 100 to 150 people, will be brought by rail from the concern's deposits at Lincoln, California, where another similar plant is operated. A third brick factory is operated at Stockton.

## Our Committee Visits Plants of Bay Cities

**T**O secure a more intimate knowledge and understanding of Contra Costa County's industrial products and problems, members of the Industrial Committee are visiting the various industrial districts of the East Bay county today.

"We believe that San Francisco and Contra Costa County can be mutually helpful industrially," says L. A. Weidenmuller, vice chairman of the Chamber's Industrial Committee, in charge of the inspection trip. "That county produces many products which can be used as raw material for potential San Francisco industries. In addition to knowing about them, as the result of this excursion we expect to cooperate more fully in Contra Costa County's industrial development, as related to bay area progress. Such knowledge will permit us to continue to assist in retaining for this region projects similar to the Shell Chemical Company near Pittsburg, which was considered as locating in the southern part of the state."

The excursion will be made from San Francisco in a special Pacific Greyhound bus through Franklin Canyon to Martinez and Pittsburg. At Pittsburg the party will inspect the industrial district and then travel to Antioch. From Antioch they will return to Martinez, viewing developments at the Shell Chemical plant, Bay Point, Avon, proposed bay barrier sites, and around the Shell refinery into Martinez.

From Martinez the party will inspect the new Southern Pacific bridge, Port Costa, Crockett, and industrial districts en route to Richmond. At Richmond the party will, after visiting other industrial plants, give particular attention to the new Ford plant, the Parr-Richmond Terminal, Santa Fe industrial developments and the Felice & Perrelli cannery.

## JUNIORS SPONSOR BABY BEEF SHOW

To develop San Francisco as a livestock market and packing house center, the Junior Chamber of Commerce is sponsoring the Junior Livestock and Baby Beef Show to be held at South San Francisco from October 27 to 30.

More than 150 boy and girl members from 60 Future Farmers of America and 4-H Club organizations of California, Nevada and Utah will participate in the display, it was revealed in a preliminary check of entries. Entries for the show, which are limited to members of the two organizations, closed October 4.

[Continued on page 4]

# SAN FRANCISCO BUSINESS

OCTOBER 8, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange, Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

## Transcontinental

# Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

**11574—Cotton baling ties, CL, westbound—minimum weight:** Request for reduction in minimum carload weight on cotton baling ties in connection with rate of \$1.00 per 100 lbs., applying from Aloha Group "M" points to the Pacific Coast and intermediate territory under Item 3116-A of Tariff 1-I (I. C. C. No. 1237, H. G. Toll, agent), from \$8.00 to 35,000 lbs.

**11575—Oil well floor collars and shoes (cement), L.C.L, eastbound:** Request for inclusion of oil well floor collars and shoes (cement) in Item 2947 of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11576—Oil cloth (other than floor oil cloth) in mixed carloads with dry goods, westbound:** Request for amendment of Item 2375-C of Tariff 1-I (I. C. C. No. 1237, H. G. Toll, agent), to apply on oil cloth (other than floor oil cloth) in mixed carloads with other articles described therein.

**11577—Tin plate used for making packages (or containers) for goods for export trade, CL, westbound time limit for exportation and filing of claims:** Proposal to modify Item 5229 of Tariffs 1-I (I. C. C. No. 1237, H. G. Toll, agent), and I-E (I. C. C. Nos. 128, A-287, 2286 and 1229 of Frank Van Emmersen, W. S. Carlett, B. T. Jones and H. G. Toll, agents, respectively), by incorporating therein a provision in connection with Note 1 (governing the refund on tin plate forwarded under the item which is used for making packages for containers for goods for export trade), to the effect that shipments must be exported within twelve months from date of receipt, and claims must be filed within six months after the date of re-exportation.

**11578—Rosin and turpentine in mixed carloads with paint, eastbound:** Request for inclusion of rosin and turpentine, mixed carloads, in Item 2826-A of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent); the weight of the rosin and or turpentine not to exceed 20% of the weight of the entire carload.

**11579—Koa logs, imported from Hawaiian Islands, CL, eastbound:** Request for amendment of Item 816 of Tariff 3-B (I. C. C. No. 1231, H. G. Toll, agent), to also apply on koa logs originating in the Hawaiian Islands.

**11579—Infusorial earth, for export to Cuba, CL, eastbound:** Request for carload rate of 60¢ per 100 lbs. on infusorial earth from Louper, Calif., to New Orleans, La., when for export to Cuba under Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11581—Borax and boric acid, CL, eastbound—transit:** Request for amendment of Item 1012 of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), to permit stopping-in-transit to complete loading of carload shipments of borax and boric acid.

**11582—Frozen citrus fruit juice, CL, eastbound:** Proposal to increase the rates on frozen citrus juice from California to eastern destinations under Item 1970 of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), to be not lower than rate on citrus fruits, Item 1948 of the tariff.

**11583—Ridge rolls, iron or steel, asbestos or asphalt coated, CL, westbound:** Request for inclusion of ridge rolls, iron or steel, asbestos or asphalt coated, loose or in packages, in Items 1020 and 4785 of Tariffs 1-I (I. C. C. No. 1237, H. G. Toll, agent), and I-E (I. C. C. No. 1239, H. G. Toll, agent).

**11584—Doors and other millwork, Item 195 of Tariff 17-K (I. C. C. No. 1240, H. G. Toll, agent), CL, eastbound—North Coast to Buffalo, N. Y., Pittsburgh, Pa., and Wheeling, W. Va., via U. S. Lines:** Request for amendment of explanation of Circle B reference mark in connection with rates applicable to Buffalo, N. Y., page 177 of Tariff 17-K, to incorporate the following:

"Group 'G' rate to Buffalo, N. Y., will be \$1.02 per 100 lbs. from shipping points designated on pages 1 to 19, inclusive of tariff, or as amended, as taking 'Coast' rates, and 98½¢ per 100 lbs. from shipping points designated on pages 1 to 19, inclusive, of tariff, or as amended, as taking 'Spokane' rates."

Also that explanation of Circle B reference mark in connection with rates applicable to Pittsburgh, Pa., on page 186, and Wheeling, W. Va., on page 191, of Tariff 17-K, be amended to read as follows:

"Group 'G' rates to points provided with this character do not apply on straight carloads of articles manufactured wholly of alder, ewar, cottonwood, express, fir, hemlock, juniper, larch, pine, redwood or spruce, when routed via Union Pacific System to Council Bluffs, Iowa, thence to Chicago and Northwestern Ry., nor when routed in connection with the Chicago, Milwaukee & Pacific Railroad, Great Northern Ry., Northern Pacific Ry., or Minneapolis, St. Paul & Sault Ste. Marie Ry., or Canadian Pacific Ry. Combination rates apply."

**11585—Tables, K. D., in the white, CL, eastbound:** Request for amendment of Tariff 2-Y (I. C. C. No. 1233, H. G. Toll, agent) as follows:

Item 2012 - (a) Reduce minimum weight from 10,000 to 20,000 lbs.

(b) Provide for an alternative rate of \$1.50 per 100 lbs., minimum weight 15,000 lbs., from North Coast to eastern destinations.

Item 2008-A (Section 2) Cancel "Exception" in connection with "Table" entry reading:

"When mixed carload shipments contain tables, minimum carload weight is 10,000 lbs."

**11586—Cheese factory, creamery or dairy machinery or machines and other**

machinery or machines, etc., mixed carloads, westbound: Request for inclusion in Item 3975, Tariffs 1-I (I. C. C. No. 1237, H. G. Toll, agent), and I-E (I. C. C. No. 1239, H. G. Toll, agent), of machinery or machines, etc., as described in Item 3960-C of the tariffs.

**11587—Oranges in bulk, under refrigeration, CL, eastbound:** Request for carload rate of not to exceed \$1.15 per 100 lbs., minimum weight from 28,000 to 30,000 lbs., on oranges in bulk, under full refrigeration (bulkheads to be put in the doorway of the cars) from California to eastern destination groups under Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11588—Pressure fuel tanks with pumps and gauges including with carload shipments of house-heating furnace castings and hot air house-heating furnaces, westbound:** Request for amendment of the entries covering house-heating furnace castings and hot air house-heating furnaces, in Item 3225-series of Tariffs 1-I (I. C. C. No. 1237, H. G. Toll, agent), and I-E (I. C. C. Nos. 128, A-287, 2286 and 1229, of Frank Van Emmersen, W. S. Carlett, B. T. Jones and H. G. Toll, agents, respectively), to be also subject to Note 10; Note 10 to be changed to read:

"With shipments of oil-burning stoves, house-heating furnace castings and hot air house-heating furnaces, there may be included pressure fuel tanks with pumps and gauges, subject to Item 859 of tariff."

**11589—Lumber and other forest products to stations on the Chesapeake Beach Ry., CL, eastbound:** Request for representation of the Chesapeake Beach Ry. as a participating carrier in Tariffs 17-K (I. C. C. No. 1240, H. G. Toll, agent), and 27-M (I. C. C. No. 1232, H. G. Toll, agent), and establishment of the following rates to stations thereon as shown:

Rate 90¢ per 100 lbs. to:  
District Line, Brooks, Behrend, Berry, Ritchie, Marr, Brown, Clagett, Marlboro, Maryland.

Rate 3.8¢ higher than Marlboro, Md., to:

Pennsylvania Jet., M. Calvert, Pindell, Fischer, Maryland.

Rate 5¢ per 100 lbs. higher than Marlboro, Md., to:

Chaury, Md. and Owings, Md.

Rate 6¢ per 100 lbs. higher than Marlboro, Md., to:

Mt. Harmony, Md., and Chesapeake Beach, Md.

Routing east of Chicago, Ill., and St. Louis, Mo., to be restricted via B. & O. R. R., direct to Chesapeake Junction, D. C.

**11590—Painters' smalts, L.C.L. and CL, westbound:** Request for inclusion of painters' smalts in Item 1262-series of Tariffs 1-I (I. C. C. No. 1237, H. G. Toll, agent), and I-E (I. C. C. No. 1239, H. G. Toll, agent).

**11591—Barium sulphate (Gf), CL, westbound:** Request for carload rate of 50¢ per 100 lbs. or lower on barium sulphate (Gf) from Group "E" Missouri points to California under Tariff 1-I (I. C. C. No. 1237, H. G. Toll, agent).

**11592—Rough rolled glass, CL, eastbound:** Request for carload rate of 90¢ per 100 lbs., minimum weight 39,000 lbs., on rough rolled glass from Group "L" Tennessee point to California, under Tariff 1-I (I. C. C. No. 1237, H. G. Toll, agent).

**11593—Apples and pears, for export, CL, eastbound:** Request for establishment in Tariff 2-Y (I. C. C. No. 1233, H. G. Toll, agent), of the following carload rates from Oregon and Washington to Atlantic and Gulf ports when for export:

On apples, \$1.00 per 100 lbs., on pears, \$1.20 per 100 lbs.

The proposed rates to expire about July 1, 1931.

**11594—Cork board and cork insulating shapes, CL, westbound:** Request for carload rate of \$1.20 per 100 lbs., minimum weight 21,000 lbs., on cork board and cork insulating shapes, in fibroboard cartons, from Group "A" to California under Tariff 1-I (I. C. C. No. 1237, H. G. Toll, agent).

**11595—Asphaltum paint and ball or roller bearings in mixed carloads with pipe coverings, westbound:** Request for inclusion of asphaltum paint and ball or roller bearings in Note 1 of Item 1020, Tariffs 1-I (I. C. C. No. 1237, H. G. Toll, agent), and I-E (I. C. C. No. 1239, H. G. Toll, agent).

**11596—Lacquer, paint or varnish reducing, removing or thinning compounds, N. O. S., or lacquer, paint or varnish solvents, N. O. S., in tank cars, eastbound:** Request for establishment in Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), of the following carload rates (in cents per 100 lbs.) on these compounds or solvents, in tank cars from California to:

Groups:	A	B	C	D	E	F	G	H	J
	135	120	113	105	100	95			

**11597—Hand chemical fire extinguishers, other than wheeled and two-wheeled chemical engines (non-self-propelled), L.C.L, westbound:** Request for less than carload rate of \$2.50 per 100 lbs. on hand chemical fire extinguishers, other than wheeled, and two-wheeled chemical engines (non-self-propelled), from Group "C" to the Pacific Coast under Tariffs 1-I (I. C. C. No. 1237, H. G. Toll, agent), and I-E (I. C. C. No. 1239, H. G. Toll, agent).

**11598—Tobacco dust, for export to the Hawaiian Islands, CL, westbound:** Request for carload rate of about \$1.00 per 100 lbs. on tobacco dust, minimum weight 50,000 lbs., from late Basis 2 point to Pacific Coast ports when for export to Hawaiian Islands under Tariff 29-T (I. C. C. No. 1236, H. G. Toll, agent).

**11599—Wooden barrels, kits, pails and tubs (including butter or lard tubs), including covers for same, CL, westbound:** Request for amendment of Tariffs 1-I (I. C. C. No. 1237, H. G. Toll, agent), and I-E (I. C. C. No. 1239, H. G. Toll, agent), to provide for the same carload rate (\$1.25 per 100 lbs.) and minimum carload weights on wooden barrels, kits, pails and tubs (including butter or lard tubs), including covers for same, from Group "A" to the Pacific Coast as applicable eastbound in Section 2 of Item 3610 of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), and Item 3610 Tariff 2-Y (I. C. C. No. 1233, H. G. Toll, agent).

**11600—Fruit or vegetable packages, made from scarfed or unscarfed box material, with or without covers or handles, bodies nested, covers and handles in bundles, CL, westbound:** Request for carload rate of \$1.50 per 100 lbs., minimum weight 20,000 lbs., on these fruit or vegetable packages from Group "E" to California, Tariff 1-I (I. C. C. No. 1237, H. G. Toll, agent).

**11601—Broken talking machine records, in wheeled steel containers, CL, eastbound:** Request for amendment of Item 3285 of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), to also apply on broken talking machine records, in wheeled steel containers.

**11602—Conditioners N. O. S. for animal feeds, tonics or regulators; animal or poultry feeding, CL, westbound:** Request for amendment of Note 3 of Item 2610, Tariff 1-I (I. C. C. No. 1237, H. G. Toll, agent), to provide that rates will apply also on mineral mixtures with not in excess of 10% by weight of unnamed non-medical ingredients other than those specified in the note.

Also request for reduction in minimum carload weight in Item 2615 of the tariff, from 10,000 to 20,000 lbs.

# Foreign and Domestic TRADE TIPS

## FOREIGN TRADE TIPS

**1603—Crude borax**, Cl. eastbound: Request for amendment of the entry "borax (sodium borate), refined" in Sections 1 and 2 of the new item proposed for publication in Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), by Supplements 1 and 3 to Rate Advice 7531 (Docket 10792) to read:

"Borax (sodium borate), crude or refined."

The rates (in cents per 100 lbs.) proposed by Supplements 1 and 3 to Rate Advice 7531, are as follows (Item 1012 to be canceled):

Min.	To Groups:			
Wt.	A-B-C-CI-CI-E	D-E-F-G-H-I		
*60,000 lbs.	97 1/2	97 1/2	92	
180,000 lbs.	80	75	75	

\*Section 1.  
\*Section 2.

**1604—Application of rates on import traffic via Atlantic Ports:** Proposal to amend Item 28, page 226 of Tariff 1-II (I. C. C. No. 1237, H. G. Toll, agent), and Item 28, page 23 of Tariff 1-EE (I. C. C. No. 1239, H. G. Toll, agent), to read as follows:

### APPLICATION OF RATES ON IMPORT TRAFFIC.

Rates on import traffic originating in Europe (or beyond). (Subject to Items 816 and 817.)

The rates named in this tariff from points taking Group "A" also apply from the following Atlantic ports of entry on shipments originating in Europe (or beyond), destined to points taking Rate Basis 1, Rate Basis 2 or Rate Basis 3 (as to beyond), viz.:

Montreal, Que.; Quebec, Que.; St. John, N. B.; West St. John, N. B.; Halifax, N. S.

Similar change to be made in Item 63, page 19 of North Coast Class Tariff 38-A (I. C. C. No. 1228, H. G. Toll, agent).

**11451 (Amended)—Dried milk products (animal or poultry feed), viz.: Dried buttermilk, dried skim milk, milk albumen and milk sugar feed (the latter sometimes termed dried whey).** Cl. eastbound: Request for amendment of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), to provide for the following carload rates (in cents per 100 lbs.) on these dried milk products (animal or poultry feed) from California to:

Groups:	A	B-C-GI-D	Min. Wt.
	80		60,000 lbs.
		80	50,000 lbs.

**11564—(Amended)—Horses, for slaughter.** Cl. westbound: Request for rate of \$215.50 per 26 ft. car on horses, for slaughter, from Alpine, Tex., to San Jose and Maybury, Calif., under Tariff 36-B (I. C. C. No. 1223, H. G. Toll, agent).

**11570—(As issued)—Cotton yarn.** Cl. westbound: Request for amendment of Item 5395-A of Tariff 1-II (I. C. C. No. 1237, H. G. Toll, agent), to provide for the following carload rates (in cents per 100 lbs.) on cotton yarn, straight carloads, to California from:

Min. wt.	Groups:		
(lbs.)	A-K	B-L	C-M
21,000	165	158	150
30,000	187 1/2	173	165

(These are same rates as named on other goods, including cotton yarn in mixed carloads, Item 2375-C.)

**11605—Green prunes**, Cl. eastbound: Medford and Roseburg, Oregon, to Missouri River: Request for carload rate of \$1.73 per 100 lbs., minimum weight 26,000 lbs., on green prunes from Medford and Roseburg, Ore., to the Missouri River (Group 877) under Tariff 2-Y (I. C. C. No. 1243, H. G. Toll, agent); the proposed rate to apply via California gateways.

Inquiries concerning Foreign Trade Tips should be made to the International Trade Department of the San Francisco Chamber of Commerce, 14 Venable 5000, list numbers being given.

**20538—Colored Slate.**  
San Francisco, Calif. Firm in Paris, reported to be experienced in American trade, desires to form connections with Pacific Coast importers of colored slate.

**20539—Colored Slate.**  
San Francisco, Calif. Important French exporter is desirous of hearing from firms in San Francisco who might be interested in the importation of colored slate of French manufacture; reported to be especially equipped to furnish merchandise conforming with American requirements.

**20540—Pates De Foie Gras.**  
San Francisco, Calif. French firm manufacturing pates de foie gras is interested in establishing connections with firms in San Francisco that would care to represent them in this territory.

**20541—Springs.**  
San Francisco, Calif. French manufacturer desires to offer all kinds of springs used in the manufacture of furniture.

**20542—Almonds.**  
New York, N. Y. Czechoslovakian firm inquires for list of exporters of California almonds.

**20543—Representation.**  
Cairo, Egypt. Party wishes catalogues of manufacturers of men's and women's stockings and manufacturers of neckwear desiring representation in Egypt.

**20544—Silks.**  
Shanghai, China. Manufacturers of silk piece goods seeks contact with local importers of this commodity.

**20545—Canned and Frozen Fish.**  
Yokohama, Japan. Exporters of canned crabmeat, canned salmon and frozen fish are interested in establishing a local market.

**20546—Seeds.**  
Burlington, N. C. Party inquires for names of merchants and importers of seeds from Japan.

**20547—Perfumes, Cosmetics.**  
Tokio, Japan. Exporters of linoleum, linally-acetate and borax wish to contact manufacturers of perfumes and cosmetics.

**20548—Fibres.**  
Smyrna, California, Party is anxious to secure Japanese fibres for making artificial flowers.

**20549—Fibres.**  
Oklahoma City, Oklahoma, Party desires to contact importers of Japanese wool fibres.

**20550—Cohune Nuts.**  
Galveston, Texas. Party is anxious to get in touch with importers of Cohune nuts from Honduras.

**20551—Manufacturer's Agent.**  
New York City. Party with intention of establishing an office at Santiago, Chile, as manufacturer's agent wishes to contact interested parties.

**20552—Representation.**  
Panama R. P. Party is desirous of securing representation on a commission basis of local firm, in Panama.

**20553—Lumber.**  
Covington, Ky. Firm inquires for names of importers of lumber from Central and South America.

**20554—Kapok.**  
San Francisco, Calif. Manila exporters of loss, seeded or with seeds, in quantities from 25 to 250 tons seek local market. C. I. F. prices on request.

**20555—Essence.**  
San Francisco, Calif. Exporters of Yang Yang essence in cases of 21 lb. or bottles from the Philippine Islands are

interested in forming connections with San Francisco importers. Prices and samples on request.

**20556—Skins.**  
San Francisco, Calif. Exporters from the Philippine Islands of reptile skins, alum tanned lizards 8 inches wide, chrome or gambier lizards 8 to 18 inches wide, ermine skins, pearl or alum tan 3 to 5 1/2 inches wide; also salted wet, salted dried in the shade, dried in the sun or pickled, are anxious to contact Pacific Coast importers.

**20557—Nuts.**  
San Francisco, Calif. Pili, Buri and Lambang nuts are available in quantities in the Philippine Islands. Prices and samples on request.

**20558—Coconut Oil.**  
Tampico, Mexico. Association is desirous of contacting exporters of coconut oil.

**20559—Shells.**  
Victoria, B. C. Firm wishes to procure a shipment of oyster or clam shells in crude unground state.

## HAWAIIAN TRADE TIPS

**20560—Pineapples.**  
Honolulu, T. H. Party wishes to get in touch with a broker in San Francisco and other Pacific Coast cities who will handle his products of glazed and candied pineapple, in bulk or package.

# The Very Latest LEADS for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified. Domestic Trade Department.

**Apartments—Brooking Apartments**, 315 5th.

**Architects—William I. Garran**, de Young Bldg., to 233 Post; **Frederick H. Beimers**, 233 Post.

**Artist—Munger Bros. & Kratz** (commercial), 2555 Mission; **Paul Rockwood** (commercial), 703 Market.

**Associations—Associated Western Motorists Inc.**, 235 Montgomery to 11 Van Ness Ave; **Merchant Tailors' Association**, 703 Market; **Union National Automobile Assn.**, 235 Montgomery to 11 Van Ness.

**Attorneys—Ackerman**, Wayland & Matthews, 111 Sutter; **John F. Barned**, 235 to 127 Montgomery; **Charles E. Gould**, de Young Bldg., to 155 Sansome; **Harold F. Hennessy**, 628 Montgomery to 399 Pine; **J. G. Moser**, 235 Montgomery to 155 Sansome; **Frank D. Parler**, 322 Pine; **Carleton Bank**, 220 Montgomery; **Samuels Jacob & Oscar Samuels**, 315 to 323 Montgomery; **Sloss & Turner**, 111 Sutter; **Arvon Vinkler**, 628 Montgomery to 369 Pine.

**Auctioneers—H. Roth & Sons**, 911 Mission to 151 7th.

**Auto Painting—H. A. Kampf**, 351 Valencia.

**Auto Repairs—Earl's Auto Repair Shop**, 3935 24th; **John Engelson**, 1755 Clay; **Maier Bros.**, 6057 to 6011 Mission.

**Auto Supplies—Bryce Howatson**, 717 Ellis to 5 Columbus.

**Automobiles—Elgith St. Auto Sales Co.**, 62 8th.

**Bakery—St. Paul Bakery**, 1550 Church.

**Bakery Shop—Blanche Du Bois Marinelli Shop**, 166 Geary to 210 Stockton; **Fraicheur Laboratories** (M. A. Kraft), 210 Stockton to 209 Post; **Mary J. McKay**, 210 Stockton; **Primrose Beauty Salon**, 2375 Irving.

**Brokers—Merriek**, W. C. (general merchandise), 214 Front; **Frederic H. Mead** (insurance), 405 to 235 Montgomery; **Nixon & Myers** (insurance), 332 Pine.

**Brooms—Washington Broom Co.**, 527 Sansome to 732 Montgomery.

## DOMESTIC TRADE TIPS

Inquiries concerning Domestic Trade Tips should be made to the Domestic Trade Department.

**D-3581—Representation.**  
Columbus, Ohio. Concern interested in securing salesmen in this city to sell an Automatic Intermittent Vegetable Sprayer and Display Stand which prevents vegetables from wilting and shrinking.

**D-3582—Representation.**  
Tucson, Arizona. Brokerage concern wishes to represent local packers of all kinds of nuts and evaporated fruit.

**D-3583—Distributor.**  
Portland, Ore. Manufacturers of a new type golf tee are anxious to get in touch with a good distributor in this city.

**D-3584—Representation.**  
San Francisco. Former sales manager with wide acquaintance in Arizona and Old Mexico is available for representing exclusively on commission basis manufacturers, engineering firms, or jobbers in that territory.

**D-3585—Distributor.**  
Detroit, Mich. Manufacturers of playing golf games are interested in securing a distributor for the State of California.

**D-3586—Agent.**  
Brooklyn, N. Y. Concern looking for an agent to handle black marble chips, suitable for terrazzo floor work.

**Campaign Headquarters—San Francisco Airport Bond Campaign Headquarters**, 753 Market.

**Candy—Hollywood Fruit Candy Co.**, 1529 Divisadero.

**Cards—Fifth St. Card Shop**, 9 5th; **Samuel L. C. Lee** (Xmas), 363 Market.

**Cleans—Millard F. Smith**, 690 Mission. **Cleaners—Bergman Cleaning & Dyeing**, 2214 to 2211 Farwell; **Golden Rule Cleaning & Dyeing Works**, 345 Sacramento; **Rainbow Cleaning & Dyeing Works**, 3335 23d; **Safeway Cleaners & Dyers**, 628 Jones; **Specialty Cleaners** (Bert Penn), 2229 Clement.

**Clothing—Belmont Clothing Co.**, 1129 Market.

**Coal—Bayview Coal Co.**, 2927 to 3907 Geary.

**Coats—Progressive Coal Shop** (A. Eberth), 206 Stevenson to 731 Market.

**Collection Agency—Colonial Law & Adjustment Co.**, Hearst Bldg. to 821 Market. **Contractor—M. G. Strohmeyer**, 161 Market.

**Cremery—Marron's Creamery**, 2020 to 2012 Fillmore.

**Dentists—Dr. Earl T. Macy**, 1296A 9th Ave. to 1291 9th Ave.; **Dr. N. W. Mellars**, 150 to 391 Sutter; **Dr. J. F. Steffan**, 291 Geary to 135 Stockton.

**Dishwashers—Walker Dishwasher Co.**, 768 to 718 Mission.

**Dresses—Ruby Carrier**, 2107 Union. **Electrical Appliances—L. E. Kineaid**, 768 to 718 Mission.

**Electrolysis—Blanche Du Bois**, 210 Stockton.

**Florists—Imone Florist**, 510 to 131 Bush; **Pink Flower Market**, 1112 to 1108 Polk; **The Misses Scott**, 372 Sutter.

**Fruit—A. Bianchini**, 1347 Grant Ave.; **Mrs. Zlata Grossman**, 904 McMillan.

**Glass—Daily City Glass & Glazing Co.**, 6065 Mission; **Smith Glass Co.**, 179 Bryant.

**Hairdressing—A. Marred**, 210 Stockton to 209 Post; **Thera Stollers**, 210 Stockton to 209 Post.

**Hat Renovating—Parlorium Cleaners & Hatters**, 211 23d Ave.

**Hotel—March Hotel**, 730 23d.

**Importers—G. Gramucci & Sons**, 412 Front to 310 Davis.

**Infant Diet Materials—Meal Johnson & Co.**, 670 3d.

# Very Latest Leads for NEW BUSINESS

[continued from page 3]

**Insurance**—American Insurance Co. of Newark, 332 Pine to 220 Montgomery; Bankers Indemnity Insurance Co. (L. C. Unit), 332 Pine to 220 Montgomery; Camden Life Insurance Assn., 332 Pine to 220 Montgomery; Dixie Fire Insurance Co., 332 Pine to 220 Montgomery; Geo. O. Hoadley, 332 Pine to 220 Montgomery; Pacific States Life Insurance Co., 681 Market; Rochester American Insurance Co., 332 Pine to 220 Montgomery.

**Laundry**—Alhambra French Laundry (Pierre Bonzant), 1229 to 1207 Union.

**Leather Goods**—Alco Mfg. Co., Inc., 583 Market.

**Loans**—San Francisco Mortgage Corp. (C. E. Herriek), 369 Bush to 170 Sutter; Western Housing Corp., 703 Market.

**Machinery**—Champion Dish Washing Machine Co., service station, 860 Folsom.

**Manufacturers' Agent**—Wm. Gordon Davis, 821 Market.

**Mining**—Boston Mokelumme Mining Co., 68 Post.

**Motion Picture Equipment**—Holmes Moving Picture Projector Co., 399 to 290 Turk; Edward H. Kemp, 369 to 290 Turk.

**Optician**—S. Zwierling, 1681 to 1500 Haight.

**Painters**—W. F. Lenzen & Co., 1809 to 1959 Union; Ferdinand Terheyden & Bros., 2650 Market to 910 Divisadero.

**Paper**—Crown Paper Products, 1162 San Bruno.

**Pet Stock**—Luh's Bird Store, 6611 Mission.

**Petroleum**—Quality Petroleum Products, 557 6th.

**Phonographs**—Ackerman & Co., 235 Ellis to 601 Mission.

**Physician**—Dr. Charles F. Sanborn, 870 Montgomery.

**Plumber**—J. A. Demers, 3279 to 3265 Mission.

**Printing**—Guaranty Printing & Lithograph Co., 963 Harrison to 809 Mission.

**Produce**—Empire Produce Co., 57 Washington.

**Radiators**—Thomas Radiator Mfg. Co., 635 Golden Gate Ave.

**Radio**—Fillmore Radio Sales & Service Co., 2216 Fillmore to 2258 Pine; Pine Radio Service Co., 2216 Fillmore to 2258 Pine; Skyline Electric & Radio Shop, 1112 Clement.

**Ravio**—Torino Ravio Factory, 1836 34.

**Real Estate**—J. J. Dederich, 1386 9th Ave.; De Wolf Realty Co., 4048 Geary to 4536 California; Fresno Homes Inc., 220 Montgomery to 1171 Market; S. E. Manning Co., Ltd., 1171 Market.

**Restaurants**—Argonaut Grill, 41 14th; Tony Bruno, 616 20th; Gusto Brun Restaurant, 881 Broadway; Robert J. Godelli, 300 Davis; The Polly, 581 Frederick; Bainbow Grill, 2773 21th; Reception Inn, 2650 Sloat Blvd.; Silver Grill, 500 Kearny.

**Rock**—Santa Lucia Quarries Ltd., 58 Sutter.

**Rug Cleaning**—Haas Rug Cleaning Co., 116 Church.

**School**—Hendrix Vocational & P B X School, 830 Market.

**Service Stations**—Fraser Service Station, Steiner and Lombard; Patane Bros., 1015 Columbus.

**Sheet Metal Works**—Acme Sheet Metal Works, 57 Clementina.

**Shirt Maker**—Fred J. Schneider, 47 Kearny to 165 Post.

**Signs**—Foster's Sign Co., 1802 Geary.

**Silversmiths**—Wm. Bogers & Son, 150 Post; Holmes & Edwards Silver Co., 150 Post.

**Soap**—C & S Soap Co. (A. Treager), 1130 Bush to 1159 Howard.

**Trunks**—Victor Trunk Factory, 9 Pearl.

**Tubing**—Tulze Turns Inc., 525 Market.

**Upholstering**—Plaza Studio (Isabel Greenstein), 2711 Clay to 2101 Scott; San Francisco Upholstering Co., 1133 Polk.

**Wall Paper**—Kunst Bros., 993 to 987 Mission.

**Wire**—Pacific Wire Products Co., 383 Broadway.

**Wood**—Breckle Wood Co., 783 Beach.

**Wool**—E. H. Tryon, Inc., de Young Bldg. to 230 Brannan.

**Miscellaneous**—B-K-V Battery Separator Co., 277 Pine; James Blake Co., 112 Market; Chapman's Repair Shop (F. W. Chapman), 1250 Post to 225 Turk; Charvel & Fiks Inc., Fairmont Hotel; City Service Employees Assn., 1179 Market; Dr. Jessie Preble Delprat, 490 Post; Dictating Machine Co., 235 Ellis to 601 Mission; Electro-Motive Co., 116 New Montgomery; Executive's Personnel Bureau, 582 to 541 Market; Garage Sales & Supply Co., 1635 California; Gardner-Denver Co., 163 1st to 250 7th; General Distributing Co., Ltd., 111 Sansome; Golden Gate Laboratory, 2325 Chestnut to 75 Whitney; Glinton J. Hutchins, 235 Montgomery to 544 Market; Dr. D. N. Kimball, 636 Waller; Latell's Antiquarium Shoppe, 1450 Sutter; R. C. Mahon Co., 525 Market; Market Delivery Co., 430 Davis to 498 Pacific; Miniature Golf Corp., Ltd., 681 Market; Dr. Dorothy L. Morse, 450 Sutter; New Mission Beauty Nook, 2584 Mission; F. de Ojeda, 605 Market; Pacific Wood Products Co., 277 Pine; Tod Powell, 703 Market; Sang Ker Co., 835 Washington; Specialty Products Corp., 235 Montgomery; Super-Power Electric Manufacturing Co., Ltd., 670 Turk; R. E. Toomey, 323 Montgomery; United Patients Ltd., 130 Bush; Alfred G. Wilkes, 105 to 333 Montgomery; Dr. Clinton A. Wilson, 490 Post; Frederick G. Zelinsky & Sons, Inc., 2502 Jackson.

## ADDITIONAL LEADS TO NEW BUSINESS

**Fuses**—Bussumann Mfg. Co., 339 Larkin to 1149 Howard.

**Garage**—Treat Avenue Garage, 707 Treat.

**Gas**—Natural Gas Corp. of Calif., 286 Bush; Natural Gas Corp. of Oregon, 200 Bush; Natural Gas Corp. of Washington, 200 Bush; Natural Gas Properties Inc., 200 Bush.

**Gift Shop**—Sabath's Gift Shop, 1174 Market.

**Glass**—Crystal Glass Co., 1181 Howard.

**Golf**—Coliseum Indoor Golf Course, 820 Clement; Crystal Golf Gardens, 1115 Market; Excelsior Country Club, 4775 Mission; Fillmore-Haight Golf Course, 325 Fillmore; Geneva-Paris Golf Course, Geneva and Paris; Hollywood Greens, Eddy and Polk; Lowell Golf Terrace, 1910 Hayes; Sleepy Hollow Golf Course, 1080 Sutter; West Portal Golf Course, West Portal and 14th Ave.

**Grocers**—Charles J. Bieke, 1226 Laguna to 501 2d Ave.; Boulevard Grocery, 769 Monterey Blvd. to 1751 Lake; Bill Cheekas, 647 McAllister; Clay Street Grocery, 1820 Clay; Klein's Cut Price Grocery, 1614 34th; A. McManus, 3023 24th to 3030 24th; Quong Fat Co., 1069 Grant Ave.; S. Rosen, 1700 Eddy.

**Hairdressing**—Lois Wells Cuenin, 166 Geary.

**Hat Renovating**—State Hat Cleaners, 1925 Fillmore.

**Hotel**—Hotel Flower, 429 Bush.

**House Cleaning**—Jap House Cleaning Co., 1779 Haight.

**Importers**—Asano Russian Co., 519 Market to 315 Montgomery; S. Jacob, 821 Market.

**Insurance**—Albany Insurance Co., 132 to 111 Sansome; American Foreign Realty & Insurance Co. (J. L. Klamis), 105 Montgomery; Phoenix Indemnity Co. (H. H. Beggs, Edgar U. Meyer, Wm. H. Greene), 356 to 360 Pine; Realty Insurance Co. of America, 593 Market to 1 Montgomery; Spangler Kennedy Co., Ltd. (dunn value), 1 Montgomery.

**Jewelry**—Leo Dasteel, 759 Market; Henry Stavelli, 9 to 210 Post.

**Ladies' Wear**—C. Bernheim, 151 Sutter.

**Laundries**—Key Yee E., 1162 Folsom; L. V. M. Laundry, 1511 Geary.

**Letter Shop**—Simpson Lettering & Illustrating Service, 1516 Larkin.

**Markets**—Joe's Fruit Market, 5112 Mission; La Rose Quality Market, 1933 Irving; O K Market, 203 Guerrero; H. Ponziani (fruit), 329 Balboa; Sonoma Fruit Market, 1830 Irving.

**Millinery**—M. J. Berkson (mfrs.), 1161 Market; Sam Dobrin, 2372 to 2486 Mission; Nu-Art Hat Co., 731 Market; White Hat Shop, 707 Ellis.

**Motors**—Both Bros. & Co., 116 New Montgomery.

**Moving**—Burke's Van & Storage Co., 2580 Bush.

**Notions**—Frd's Place, 3616 Geary.

**Novelties**—Scott & Green Novelty Co., 829 Geary.

**Office Equipment**—P. G. Havers & Co., 130 Bush to 7 Front.

**Oil**—Mihlheim Oil Co. of Calif., 30 Sterling.

**Packers**—General Fruit Packing Distributors, 2269 Mission.

**Painting**—Carl Anderson, 180 Guerrero; D. E. Burgess, 283 Fremont.

**Physician**—Dr. Paul C. Capps, 384 to 350 Post.

**Planing Mill**—Bayview Planing Mill Co., 1475 Fairfax.

**Printer**—S. B. Firestone, 1325 Octavia.

**Publishers**—Pacific Trade Publications Ltd., 200 Van Ness Ave.

**Rail**—Foss & Holden, 1288 19th Ave.

**Real Estate**—Jesse Kutz, 306 to 384 Bush; R. N. Ryan, 176 Sutter.

**Restaurants**—Bluebird Restaurant, 2847 24th; Concy Island Sandwich Shop, Sloat Blvd. and 47th Ave.; El Capitan Grill, 2367 Mission; Gene's Italian Restaurant, 3121 Laguna.

**Rugs**—American Rug & Chesterfield Co., 989 Market.

**School**—Knoxway Modern Piano School 1011 Valencia.

**Securities**—Guardian Securities Corp., Ltd., 582 Market.

**Service Stations**—H. J. Hellin, 8th and Market; Marine Service Station, Gough and Lombard; Neil's Service Station, 1299 Columbus; O'Neill's Service Station No. 1, Lombard and Lyon.

**Shoe Shining**—O K Shine Parlor, 2 6th.

**Sportswear**—Phillips Sport Shop, 1616 Market.

**Stamp Collections**—United States Stamp Co. (W. E. Stamp), 395 to 391 Bush.

**Stationers**—Dunn & Harris (mfg.), 45 Ecker.

**Steel**—John Bedford & Sons Ltd. (Sheffield), 582 Market.

**Stocks**—Richey, Hunter & Simms, 235 Montgomery.

**Stone**—United States Artificial Stone Co., 33 Shotwell.

## JUNIORS SPONSOR BABY BEEF SHOW

[continued from page 1]

The youthful exhibitors will compete for hundreds of dollars' worth of prizes, totaling 480 in 122 different classes. In addition to the regular prizes for the different varieties of cattle, sheep and hogs, special prizes are offered by the American Shorthorn Breeders Association, American Hereford Breeders Association, H. O. Harrison and J. A. Elmhirst Special for showmanship.

An auction sale of entries will be held under the hammer of Auctioneer A. W. Thompson of Lincoln, Nebraska, who has in the past obtained unusually high prices for the entries of the I-H Club and Future Farmer exhibitors.

## Rate Restriction Asked

Carriers have asked the Railroad Commission of the State of California for authority to restrict proportional per cent rates applying between Los Angeles and suburban points, so that they will apply only in combination with local or joint line-haul rates, but not in combination with other proportional rates. This is a joint application.

## A SERVICE FOR MANUFACTURERS

Through the courtesy of Radio KFWI, San Francisco Manufacturers have an opportunity to give five-minute talks on Monday, Wednesday and Friday evenings from 8:30 to 8:35 o'clock.

Firms may, on these programs, without cost, tell of their firm, the making of their products, and where they are distributed. For further information communicate with the Chamber of Commerce Publicity Department, Davenport 5000.

## Permanent Art Galleries

- Beaux Arts Galerie - 166 Geary Street
- East-West Gallery - 609 Sutter Street
- de Young Museum - Golden Gate Park
- Courvoisier Gallery - 474 Post Street
- Gump Galleries - 246 Post Street
- Legion of Honor Palace - Lincoln Park
- Paul Elder Gallery - 239 Post Street
- Valdespino Gallery - 345 O'Farrell Street
- Vickery, Atkins & Torrey - 550 Sutter St.
- Worden Art Gallery - 312 Stockton Street
- Schwabacher-Frey Gallery, 735 Market St.
- Workshop Gallery - 536 Washington St.

## 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, California, for October 1, 1916. CITY AND COUNTY OF SAN FRANCISCO, STATE OF CALIFORNIA

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, required by the Act of August 24, 1912, embodied in section 417, Postal Law 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, 475 California Street, San Francisco, Cal. Editor, George L. North, 411 California Street, San Francisco, Cal.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also 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 other unincorporated concern, its name and address, as well as those of each individual member, must be given.) San Francisco Chamber of Commerce, 475 California Street; Ireland W. Cutler, president, 413 California Street; L. O. Head, vice president, 451 California Street; J. W. Mailliard, Jr., and vice president; B. K. Fumston, 3d vice president; Albert E. Schwabacher, treasurer, 411 California Street; M. A. Hogan, secretary, 413 California Street.

3. That the known bondholders, mortgages 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 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 by whom such stock or security is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to 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 sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date hereof, is: (If this information is required from daily publications only.)

GEORGE L. NORTH, Editor.  
Sworn to and subscribed before me this 30th day of September, 1916.  
[Signature]  
M. V. COLLINS, Notary Public, in and for the City and County of San Francisco, State of California.  
(My commission expires April 14, 1917.)

Mid-Winter Sport Activities for S. F.

National All-Year Play-ground shown by GOLF Journey



Olympic Club Golf Course at Lakeside where the National Match Play Open Championship Tournament will be held. —Courtesy The Olympian.

SAN FRANCISCO and its golf facilities, as well as the fact that this city is the logical center for mid-winter sport activities, will receive thousands of inches of publicity in the best newspapers of the entire country...

open golf tournaments for large purses their origin in San Antonio, Texas, ten years ago and since then the idea taken root in many cities with the result that this year open medal events will be staged in St. Louis, St. Paul, Salt Lake City, Portland, Atlanta, Hot Springs, Los Angeles, Los Angeles, Catalina, Pasadena, Long Beach and several other cities.

San Francisco's tournament, however, instead of being merely another open medal event is an innovation, since it is the National Match Play Open, which for the first time in golf history brings together amateurs and professionals in a tournament match play instead of medal golf. The winner will be known as the champion match play golfer of the United States for the year 1930, and this is one reason why the tournament has attracted all of the leading professional players of the nation, as well as many star amateurs; also why it is being printed on the sport pages of all the big dailies of the country, as well as in several hundred weekly and monthly magazines.

The whole idea back of this tournament, which carries trophies for amateurs in addition to \$7500 in prize money for the professionals numbered among the 32 qualifiers for match play, is to advertise this section is the nation's mid-winter playground, and also to call attention to the excellent municipal and private club golf facilities which are

[ continued on page 2 ]

Fire Prevention Interest Stimulated by Luncheon

When Fire Prevention Week ended October 11, another of the Junior Chamber's major activities for 1930 passed successfully into history.

Lead by Robert M. Levison, the fire prevention committee, which was augmented for the occasion by additions from the general membership, put on a program of public education which undoubtedly reached the entire population of the city in one manner or another.

Over 100,000 home inspection blanks were distributed throughout the public schools, to awaken interest in fire prevention at home. Five thousand special blanks were mailed to San Francisco industries to put business men on the alert to potential fire hazards at their places of business. More than 100 talks on fire prevention were delivered during the week to schools and clubs by members of the committee, and by men and officers from the fire department.

Wide general publicity on fire prevention was given through thousands of posters, street car cards, film "trailers," and special fire hydrant posters. Over 80 window displays were arranged by the committee, as well as displays given independently by a number of business concerns. The hearty cooperation of the newspapers and a number of trade magazines in giving news and picture space added tremendously to the value of the committee's work.

Perhaps the outstanding event of the week was the "Third Alarm" luncheon given on Wednesday for the general membership and guests. State Fire Marshal Jay Stevens was the guest of honor and his impressive speech was followed by brief talks from Fire Chief Brennan and Chief of Police Quinn. All of the speakers paid tribute to the fire prevention

[ continued on page 2 ]

Landlocked Executives Can Now Spread Wings

Have you ever been up in a plane? You haven't?

Well, get together eight of your friends who have yet to experience their first flight, and Frank King will see to it that your party gets its first ride in the giant Ford tri-motor "Standard No. 1."

Through the courtesy of the Standard Oil Company of California, which is co-operating with the San Francisco Junior Chamber of Commerce in popularizing aviation, this plane has been placed at the disposal of members who have never before flown. Flights will be made daily from Mills Field from 10 to 12 a. m., and from 2 to 4 p. m.

As an example of what can be accomplished by a group interested in providing safe air transportation, the record of the "Standard No. 1" is illuminating. In operation for two and half years, the plane has travelled over 200,000 miles and carried 25,000 passengers without an accident.

If representative men, who are heads of organizations and who have not flown, can be induced to make this flight, it will have a far reaching effect, not only because they may become sold on aviation, but because they may be influenced thus to approve the idea of air transportation for the members of their organization.

So, if you have never been off mother earth before, here's your chance.

SEASON TICKETS TO AFFORD SPECTATORS CONSIDERABLE SAVING

WHEN one considers that other cities have spent better than \$17,000 some years, in addition to the purse of \$10,000 to stage open golf tournaments in the winter months it will be seen that the San Francisco Junior Chamber of Commerce officials faced a big task in raising not only the \$7500 purse but the other necessary expenses, including the main item of national publicity.

The financing plan includes the sale of books of 20 season tickets at \$5 each to sponsors who put up \$100 and get this back by re-distributing these 20 season tickets to their friends. This plan was used successfully the past two years to raise the \$15,000 purse (twice the size of ours) for the National P. G. A. event.

In addition to the Finance Committee members selected by Chairman B. J. Frankenhimer, the ex-directors of the Junior Chamber have organized into a committee under Jim Folger and are busy placing books of season tickets among business men who realize the enormous publicity value to San Francisco which will result from staging this tournament.

The star salesmen to date follow: S. G. Walton \$600, B. J. Frankenhimer \$600, [ continued on page 3 ]

Free Public Library Civic Center San Francisco

# SAN FRANCISCO BUSINESS

[San Francisco Junior Chamber of Commerce Issue]

D. C. T. O. B. E. R. 1. 5. 1 9. 3. 0

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange, Telephone DA venport 5000. Subscription, \$1 a year. Entered as second-class matter July 2, 1926, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

Published once each month as the San Francisco Junior Chamber of Commerce Issue of San Francisco Business at 211 Merchants Exchange Building, San Francisco, California.

Editor - JOHN L. GOMPERTZ

Associate Editors

Morton Beebe - Wm. Cathcart - Herman Nichols - Lewis B. Reynolds - Carl Wakefield  
Chairman, Publicity Committee - Robert B. Coons

Officers of the San Francisco Junior Chamber of Commerce

President - J. H. THRELKELD

Executive Vice-President - J. A. Folger 2nd Vice-Pres. & Treas. - Wilson Meyer  
Third Vice-President - Daniel W. Evans Secretary-Manager - Frank A. Kling

Assistant Secretary-Manager - Walter Reimers

Directors

Lloyd H. Berendsen, A. H. Brawner, Arthur M. Brown, Jr., Edward H. Clark, Jr., Robert B. Coons, Lloyd W. Dinkelspiel, Daniel W. Evans, J. A. Folger, Chalmers G. Graham, John J. Heffernan, Robert M. Levison, Emile D. Maloney, Wilson Meyer, Martin S. Mitau, Herbert H. Mitchell, Britton Rey, Frederic E. Supple, J. H. Threlkeld, J. J. Tynan, Jr., S. G. Walton, Archibald B. von Adeling.

## OBSERVATIONS

Fire Prevention Week has just passed. Yet while walking down Montgomery Street recently we saw a lighted cigarette butt descend from an upper window of an office building coming to rest on the neck of a young lady. Such thoughtlessness seems inexorable.

Those who assist in making possible for San Francisco the National Match Play Open Championship are forward looking citizens upholding the best traditions of the pioneers. Those men who gave their best in thought and action and support that San Francisco might be assured of the dominant position she now occupies on the Pacific Coast.

San Francisco has lost a friend and a future leader in the passing of John Duniway, chairman of the Speakers' Bureau. The entire Junior Chamber mourns his passing and is grateful for the recognition accorded his work and memory in the recent editorial by The News.

### Committee Meetings For The Next Four Weeks

- (?) Means unable to ascertain whether or not meeting will be held, and on what day.
- Tuesday, October 11 - Golf Executive.
- Wednesday, October 15 - Board of Directors, Golf Finance, Police Affairs, and Window Display for Fire Prevention Week.
- Thursday, October 16 - Marine, Sports Week (?), and Industrial.
- Friday, October 17 - Membership, Fire Prevention, and Aeronautics (?).
- Monday, October 20 - Executive, and Publicity (?).
- Tuesday, October 21 - Golf Executive.
- Wednesday, October 22 - Board of Directors, Golf Finance, and Police Affairs.
- Thursday, October 23 - Marine, and Municipal Affairs.
- Friday, October 24 - Fire Prevention.
- Monday, October 27 - Executive, and Publicity (?).
- Tuesday, October 28 - Golf Executive.
- Wednesday, October 29 - Board of Directors, Golf Finance, and Police Affairs.
- Thursday, October 30 - Marine, Sports Week (?), Industrial, and Aeronautics (?).
- Friday, October 31 - Fire Prevention, and Membership.
- Monday, November 3 - Executive, and Publicity.
- Tuesday, November 4 - Golf Executive.
- Wednesday, November 5 - Board of Directors, Golf Finance, and Police Affairs.
- Thursday, November 6 - Marine, and Municipal Affairs.
- Friday, November 7 - Fire Prevention, and Aeronautics (?).

### Baby Beef Show Will Train Future Farmers

Interesting itself in the welfare of the boys and girls of the livestock raising communities of California, Nevada and Utah, the Junior Chamber of Commerce is this year sponsoring the Junior Livestock and Baby Beef Show to be held at South San Francisco from October 27 to 29, inclusive.

"The purpose of the show," according to Porter Sesnon of the Advisory Committee of the livestock show, "is to stimulate an interest among the members of the F-H boys and girls and the Future Farmers of America in the western states in the feeding and production of beef or livestock of all classes."

"The object of the show is to furnish the Farm boys and girls a medium through which they may display their best animals in competitive exhibits. Thus in a practical way they will learn some of the lessons of competition, of cooperation, of sportsmanship, and of the market demands of all classes of livestock. Such knowledge should culminate in a better appreciation of the value of livestock production and agriculture to the state and nation."

"From a San Francisco viewpoint," Sesnon continued, "we of the Junior Chamber have an opportunity to cement firm ties of friendship between these coming stockmen and San Francisco, our market center for the sale of stock, as well as the purchase of materials. Incidentally this has an immediate effect

### NATIONAL ALL YEAR PLAYGROUND SHOWN BY GOLF TOURNEY

[Continued from page 1]

available here to visitors 365 days of every year.

Despite the fact that Agua Caliente gives \$25,000 in purse money, Atlanta \$15,000, and Los Angeles, St. Louis and St. Paul \$10,000 each, San Francisco, by virtue of having a tournament for a national championship and also an event which is entirely distinctive in type, will unquestionably receive far more publicity than any of these other cities.

Not alone this but the Sports Week program, starting with the Dartmouth-Stanford game at Palo Alto on Saturday, November 29, and including the Far Western Amateur Bowling Championships in all eight divisions, rowing, yachting and motor boat races off the Marina; a tennis exhibition, basketball, baseball, soccer, polo, ice hockey, outdoor swimming meet at a time when the East is buried under a blanket of snow, and every form of sport known will lend additional lustre to the publicly since this is the first Sports Week of its kind ever attempted anywhere.

This feature is being handled by Gordon McDonald and Clyde King, who have a live wire committee at work completing the final details of a full program of athletic events.

### Radio Stations Progress

Endorsement of the applications by three local radio stations for 50,000 watt license has been given by the Junior Chamber of Commerce. The three Bay radio stations are KGO, KPVO and KFRC.

These stations are endeavoring to increase their efficiency of performance by obtaining a license for the use of greater power, according to Martin Mitau, chairman of the Radio Committee.

Such an increase would extend their blanket coverage, or area of service, from only Northern California to all of California in the day time and to the entire Pacific Coast at night.

through the influence of the parents of the youthful participants."

Over 150 boys and girls will have entered 150 head of livestock when the show opens at 10 o'clock on the morning of October 27. Judging will be handled by animal husbandry professors of the California Agricultural College at Davis, who are called to all parts of the country as expert judges.

On the closing day of the display, all livestock will be auctioned to the highest bidder, being usually bought by outstanding individuals, hotels, parking house concerns and others who pay premium prices, above the market, to encourage the boys and girls in their work.

On the evening of October 29, the F-H Club boys and girls and the Future Farmers of America will be entertained in the Commercial Club at a dinner given jointly by the management of the livestock show and the Junior Chamber. Arrangements for the affair, at which San Francisco's advantages will be outlined by Junior Chamber speakers, are being made by J. A. Folger, chairman of the committee of arrangements for the Junior Chamber's participation in the Junior Livestock and Baby Beef Show.

### Committees For Golf Tournament Announced

A complete setup of committee members is being rapidly completed by chairmen in charge of the various departments connected with staging the National Match Play Open Championship at Lido, December 1-7, according to Chas. W. Fay, Jr., chairman, and Lloyd King Spiel, vice-chairman, of the Golf Committee of the San Francisco Junior Chamber of Commerce.

President J. H. Threlkeld of the Junior Chamber has assured the Sports Committee, headed by Gordon McDonald, the co-operation of every J. C. member making the golf tournament a great success. Daniel W. Evans, 3d vice president has jurisdiction over the Sports Committee, of which the Golf Committee is a branch.

Fay has lined up the following committee chairmen in charge of golf tournament details:

Finance, R. J. Frankenheimer; Referee, John G. Levison; Publicity, Lewis I. Moulds, chairman, B. G. Gungold and B. B. Coons, vice-chairmen; Scoreboard, Prizes, Walter Gerould; Course, Geo. Nannum; Galleries, Harrison Gwyn Transportation, E. P. Crossan, J. S. I. Mott, vice-chairman policing; Receipt and Information, B. K. Naughtin; Concessions, Harold Havre; Badges, Sidney Kay; Roger D. Lapham, for years an officer of the United States Golf Association; Bruce Carter, president of the North California Golf Association; and Louie Stewart, one of the starters of golf at the Olympic Club, comprise the Advisory Committee which through the years experience its members have had in handling golf affairs is proving invaluable Fay's body.

### John C. Duniway Passes

Following a brief illness, John C. Duniway passed on last week. Duniway, member of the Junior Chamber, was born at and graduated from Stanford University. He was associated in the practice of law with his uncles O. K. and Char S. Cushing.

### Fire Prevention Interest Stimulated by Luchec

[Continued from page 1]

work of the Junior Chamber of Commerce. To close the luncheon, a company from the fire department gave a vivid demonstration of how a fire alarm can be a station, the quickness of the response and the speed with which the fire is extinguished. As a crowning touch a thrilling "rescue" was accomplished from a "burning" structure by the Rescue Squad with its gas masks and life nets.

Throughout the week the projects of the Junior Chamber of Commerce were stressed and public support solicited. Their projects include the replacement of old equipment with new machinery, the fire department, better protection of the water front, extensions to the hi pressure system, formation of a fire force within the fire department, and creation of a Fire Council for San Francisco.

Credit for the success of this year's Fire Prevention Week can be shared equally between the fire prevention committee and the San Francisco Fire Department. Chief Charles J. Brennan and Captain Theodore Tryvett, of the fire prevention bureau, gave invaluable assistance to the committee. Sub-chairmen in charge of special activities for the week were C. I. Haley, speakers; Robert Orr, window displays; and Robert L. St. Clair, luncheons.

# FACTS and CRACKS



Paul Wood is not a stockholder in a hat or necktie manufacturing establishment and he advocates the strict abolishment of these two garments. Paul is busy mending the aid of some fifty odd (Junior Chamber?) men who will agree to wear sports clothes during business hours. He maintains that the vest and tie retard the sobriety ability of the human species, and incidentally, are high on the ginger ale trade. More power to you, Paul. We hope you put it over. Nothing has been said regarding gerie.

An amendment to the By Laws of the Junior Chamber of Commerce was recently passed by the Board of Directors, Inc. "It is hereby resolved that the Secretary-Manager shall furnish an alarm clock at each meeting of the Board of Directors." By way of explanation, I might be said that on one of the warm afternoons recently the chairman of the Board was not able to rouse the assembly for adjournment until 3:15 p. m. In the alarm clock does not appear, the 10 o'clock siren will most likely wake 'em.

Here is something different (and an advertisement). Odd jobs, or what man will do to overcome the present economic pressure. Irving Both of the Roth Construction Co. builds and repairs light-fuses. Any of the boys wanting a nice clubhouse built can arrange with Roth for the details, even to the painting. Roth has formed an alliance with the scullis for all painting jobs.

Lloyd O'Brien, a former director of the Oakland Junior Chamber of Commerce, has transferred his business associations to this side of the bay, and has joined our group. He most likely will land on the hands Across the Bay Committee."

Brilliant Rey, member of the Aeronautics Committee, recently left for Dallas, Texas. Bing is going into the radio business as a district manager for one of the leading radio manufacturers. Good luck old boy, don't forget dear old San Francisco.

Wilson Meyer, our prominent "News and Speaker," and incidentally vice-president of our organization is on another trip to Los Angeles. What is that attraction anyway?

This time it surely is a hot prospect for new member, Emilio Maloney, chairman of the Membership Committee, is a proud father. Maybe this addition will also be a member of the board of directors about the year 1955.

## SPECIAL NOTICE

A copy of the 1920-1921 "Lloyd's Directory of Manufacturers, Merchants and Shipping Trades in All Parts of the World" has been received by the Chamber of Commerce. It is in the library of the International Trade Department, and is available for the use of all members of the Chamber.

## J. C. Marine Committee Supports Harbor Bonds

The Marine Committee of the Junior Chamber of Commerce took the initiative recently in inaugurating a campaign for passing the \$10,000,000 Harbor Bond Issue at the November election. A meeting of all persons and organizations interested in the progress of the port was called to order by Gerald J. O'Gara, chairman of the Marine Committee, Thursday, October 9, 1930, at Room 237, Merchants Exchange Building. More than 100 attended.

Louis C. Stewart, chairman of the Marine Committee of the Senior Chamber of Commerce, consented to act as chairman of a state-wide campaign committee. Announcement that Stewart will head the drive brought great applause, as he is one of the most energetic and popular Steamship men on the Pacific Coast.

Major Charles Lee Tilden, president of the State Board of Harbor Commissioners; Frank G. White, Chief Harbor Engineer, representatives of the Down Town Association, Motor Car Dealers Association and many civic organizations pledged cooperation.

Junior Chamber of Commerce leaders are prominent upon the executive committee named by Chairman Stewart. A. M. Brown, Jr., formerly president of the Junior Chamber of Commerce, Wilson Meyer, vice president, and Gerald J. O'Gara, have been given places on the executive committee of thirteen, which includes also: John C. Bohls, chairman, Chas. L. Wheeler, Frank J. O'Connor, M. J. Buckley, R. W. Meyer, Hugh Gallagher, John A. O'Connell, Harry Scott and T. P. Andrews.

The Junior Chamber Marine Committee was strongly represented at the meeting, October 9. It will take an active part in the campaign sending speakers to the San Francisco meetings and local radio stations. Each of the state-wide committees number at least two members of the Marine Committee.

Wilson Meyer made a campaign trip to Los Angeles, October 10, in the interest of the Harbor Bond Issue. Donald L. Kieffer is assisting Charles L. Wheeler, chairman of the Finance Committee in budgeting the state-wide campaign fund. The Harbor Bond Issue is number one on the November ballot. It provides for the issuance of bonds in the amount of \$10,000,000, for the improvements of the state-owned harbor at San Francisco, the interest and redemption fund to be paid from the earnings of the harbor. The measure is unique in that it can never cost one cent of taxes.

Employment, building activity and general prosperity can be increased with these funds without expense to the state.

This state-wide harbor is, and always has been, self-supporting.

The improvements on the waterfront have a value of over \$75,000,000 built up by its own revenues from an area of mud flats to one of the leading gateways of commerce in the world in a period of almost seventy years.

More than half of the cargo passing through it is composed of agricultural and other products drawn from an area comprising more than seventy per cent of California. Its development is vital to the rest of the state because everything that attracts increased commerce to California benefits all of California. Every new ship which docks on San Francisco Bay also docks in Los Angeles Harbor, or possibly San Diego, Eureka, or other California ports to buy fuel, supplies, food or discharge merchandise.

Southern California, in particular, will support Number Nine for the welfare of all of California, just as all of California supported the bond issue for the Olympic Games and the secondary highways for Southern California.

## Welcome to New Members

The Junior Chamber of Commerce welcomes the following new members who joined during the period from September 12, 1930, to October 10, 1930.

John L. Brooke, Jr., Pacific Elec. Mfg. Co., 5815 3d St.; Frank A. Bunnels, Pac. Tel. & Tel., 119 New Montgomery; Ralph F. Yambert, Louis Brischler & Staff, 310 Crocker Bldg.; Burnell W. Wilson, American Engraving Co., 333 Fremont St.; Kenneth K. Young, L. E. Davis Co., 185 California; W. D. Cannon, Continental Illinois Co., 1361 Russ Bldg.; Richard L. Sherwood, Phoenix Mutual Life Ins. Co., 155 Sansome St.; Walter P. Walsh, Perman-Walsh Printing Co., 757 Market St.; E. C. Intehious, Albany, 1110 Crocker Bldg.; Edward J. Shackleton, Furrer, 209 Post St.; Benj. G. Mielke, Attorney, 111 Sutter St.; Robert L. Smith, Advertising, 111 Sutter St.; George H. Hanerick, Albany, 68 Post St.; Lloyd O'Brien, De Velbiss & Co., 369 Pine St.; Fred Teague, Knight-Cumham Co., 500 Sansome St.; Walter F. Kaplan, Contractor, The Emporium, 853 Market St.; E. H. DeWitt, Insurance, 332 Pine St.; L. Harry D. Power, Aide for morale, 12th Naval District, 109 Harrison St.

## Season Tickets to Afford Spectators Considerable Saving

[continued from page 1]

Harry Brauner 8500, Charles W. Fay, Jr., 8250, J. H. Threlkeld 8300, Carl Wakelield 8200, Lloyd Binkelspiel 8200, George Fortune 8150.

In addition many golf enthusiasts have sent orders for tickets directly to the Junior Chamber of Commerce, and members of this organization and the Chamber of Commerce who have not done so are requested to fill out the enclosed blank checks, may accompany applications or may be paid later when season tickets are delivered.

Every member who has not signed for a ticket is urged to do so at once and they can also find valuable assistance by

soliciting friends and including their requirements with this application.

Only a limited number of daily as well as season tickets will be issued to the completion at Lakeside. Daily tickets will be \$2 for each day except the final on Sunday, when tickets will be \$3 each. Season tickets also include the privilege of watching the practice rounds, and also the East-West team match, pro sweepstakes and other competition staged at Lakeside prior to the big tourney itself. A charge of \$1 per day will be made for watching all practice rounds. Thus those who plan to view more than one day of play will effect a considerable saving by buying a season ticket.

### GOLF COMMITTEE, JUNIOR CHAMBER OF COMMERCE,

61 California Street, San Francisco, California.

I hereby apply for season tickets at \$5.00 each for the National Match Play Open Championship golf tournament at Lakeside, December 1 to 7. Check accompanies order.

Check will be mailed upon receipt of tickets.

Name

Address

## Membership Booklet Soon

Final approval by the Board of Directors has been given on the Booklet being prepared descriptive of the organization and activities of the Junior Chamber of Commerce.

The pamphlet entitled, "Ahead of the Times," goes to the printer this week and will be ready for distribution about October 22. The booklet is very modern in design, having a futuristic picture on the cover of San Francisco from the water front. There are seven pages of reading matter and each page is cleverly illustrated with small sketches in keeping with the object of the booklet.

## Landmarks of Past Are Inspiration For Future

Walking up Sacramento Street the other day a little bronze tablet on a building on the south side between Davis and Front caught my eye. Roll back O Time!

1856 - almost three quarters of a century ago Fort Gunnybags Vigilance Committee. Two figures, Casey and Cora, enemies of law and order hanging dead from the second-story windows.

Further uptown is another tablet, at Clay and Montgomery street, the Native Sons of the Golden West commemorate

Commodore John Montgomery's landing from the "Forts-mouth" to first raise the Stars and Stripes, July 4, 1846.

Here and there are other monuments, The Portals of the Past, but San Francisco, rich in romance and tradition needs more of these monuments as examples to future generations of the stamina and character of the past, that they may occasionally look backward to get inspiration to reach the goal of success in that forward climb of cities.

## Transcontinental Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

11606—Malt syrup in mixed carloads with canned goods, westbound; Request that the entry in Item 1920-C of Tariff 1-11

(I. C. C. No. 1237, H. G. Toll, agent), covering "syrup (except coloring, flavoring, fruit, mull or medicated)." . . . (See Item 5130) "be amended by eliminating therefrom the word "mull." The word "mull" to be also eliminated from similar description authorized for publication in Item 1920-series of Tariff 4-E (I. C. C. No. 1239, H. G. Toll, agent), by Rate Advisory 7902 (Docket 10692). "Subject to Note 9" eliminated by Rate Advisory 7902.

**11607—Tile, facing or flooring, encaustic or plain, glazed or not glazed, LCL, westbound:** Request for establishment in Tariffs 1-H (I. C. C. No. 1237, H. G. Toll, agent), and 1-E (I. C. C. No. 1239, H. G. Toll, agent), of the following less carload rates on tile, facing or flooring, encaustic or plain, glazed or not glazed, to Pacific Coast points from:

Groups:	A	B	C
	\$3.04	\$2.97	\$2.58 per 100 lbs.

**11608—Fruit wrapping paper, CL, eastbound—North Coast to Sanford, Fla.:** Request for carload rate of not to exceed \$1.00 per 100 lbs. on fruit wrapping paper from the North Coast to Sanford, Fla., under Tariff 2-V (I. C. C. No. 1233, H. G. Toll, agent).

**11609—Grapes, CL, eastbound—crosswise loading method:** Proposal to amend Items 1945-C, 1955-A, 4210-A, 4220-A, 4222, 4227, 5585-D and 5597 of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), also Item 140-B, Tariff 37-B (I. C. C. No. 1227, H. G. Toll, agent), by adding thereto a note reading: "Grapes in lug boxes must be loaded with tops up and with ends of boxes towards sides of car. If loaded otherwise rates shall be increased ten percent."

**11610—Automobile heaters, in crates, CL, westbound:** Request for elimination of the entry: "Heaters, automobile, in crates" from Item 5437-B of Tariff 1-H (I. C. C. No. 1237, H. G. Toll, agent), and inclusion of this commodity in Item 5435 of the tariff.

**11611—Muratic acid, sulphuric acid, nitric acid and aqua ammonia, mixed carloads, westbound:** Request for amendment of Item 848, Supplement 11 to Tariff 4-E (I. C. C. No. 1239, H. G. Toll, agent), to apply on the following: Muratic (hydrochloric), nitric, or sulphuric acid, or oil of vitriol, aqua ammonia, in carboys or in glass packed in barrels, aqua ammonia in iron drums (see Item 1590).

**11612—Synthetic fibre and yarns, LCL and CL, westbound:** Request for inclusion of an entry reading: "Synthetic fibre or yarns" in Item 2375-D of Tariffs 1-H (I. C. C. No. 1237, H. G. Toll, agent), and 4-E (I. C. C. No. 1239, H. G. Toll, agent).

**11613—Phosphoric acid, in tank cars, westbound:** Proposal to establish through carload rate of \$1.87 per 100 lbs. on phosphoric acid, in tank cars, from Pembroke, Fla. (Group "K-1"), to California via New Orleans, La., Tariff 1-H (I. C. C. No. 1237, H. G. Toll, agent).

**11614—Beef cattle and hogs, CL, westbound—** from Panhandle & Santa Fe Railway points in Texas to Phoenix, Ariz.: Proposal to amend Tariff 36-B (I. C. C. No. 1223, H. G. Toll, agent), by publishing therein on beef cattle and hogs, carloads, to Phoenix, Ariz., from points on the Panhandle & Santa Fe Railway opposite which Route D (pages 193, 194 and 195) is shown in connection with Item 2115-B of the tariff, also from Denver, Colo., with routing via Santa Fe Railway direct, the same rates as published from these points in Item 2115-B to Cactus, Ariz., except that such rates are not to be subject to the provisions of Item 490.

**11615—Locomotives and tenders, standard gauge, on their own wheels but not under their own power, westbound—** eastern origins to Seneca, Ore. (Oregon & Northwestern R. R.): Proposal to establish the following rates on locomotives and tenders, standard gauge, on

their own wheels but not under their own power (owner of equipment to assume the cost of running repairs necessary to the safe movement of the equipment), minimum weight 72,000 lbs. to Seneca, Ore. (Oregon & Northwestern R. R.): From Eddyson, Pa., \$1.28½ per 100 lbs. From Lima, Ohio, \$1.12½ per 100 lbs. From Schenectady, N. Y., \$1.23½ per 100 lbs.

**11616—Manufactured fertilizer, superphosphate, muriate of potash and sulphate of potash, CL, eastbound:** Request for carload rate of 65¢ per 100 lbs., minimum weight 40,000 lbs., on manufactured fertilizer, superphosphate, muriate of potash and sulphate of potash from the North Coast to Group "A", Tariff 2-V (I. C. C. No. 1233, H. G. Toll, agent).

**11617—Automobile doors (metal and wood combined), unfinished, CL, westbound:** Request for inclusion of automobile doors (metal and wood combined), unfinished, in Item 5435 of Tariff 1-H (I. C. C. No. 1237, H. G. Toll, agent).

**11618—Plain tin plate, for direct export, CL, westbound:** Request for carload rate of 55 cents per 100 lbs. on plain tin plate, minimum weight 80,000 lbs., from Rate Basis 2 to Pacific Coast ports, Tariff 29-T (I. C. C. No. 1226, H. G. Toll, agent).

**11619—Mechanical felt in mixed carloads with machinery, machines, etc., westbound:** Request that Item 3960-D of Tariff 1-H (I. C. C. No. 1237, H. G. Toll, agent), be amended to specifically include mechanical felt, mixed carloads.

**11620—Plywood, consisting of pine and native hardwood, CL, eastbound:** Request for establishment in Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), of the following carload rates (in cents per 100 lbs.) on plywood, consisting of pine and native hardwood, minimum weight 40,000 lbs., from California to:

Groups:	A	B	C	D	E	F	G	H	J
	95	85	75	65					

**11621—Hogs, CL, westbound—** from Beaver, Okla., to Los Angeles, Calif.: Proposal to amend Tariff 36-B (I. C. C. No. 1223, H. G. Toll, agent), to provide for rate of \$1.12½ per 100 lbs. on hogs, in single-deck cars, and rate of 99¢ per 100 lbs. on hogs, in double-deck cars, minimum weight as shown in Item 405 of the tariff, from Beaver, Okla., to Los Angeles, Calif., via B. M. & E. R. R.—Hooper, Okla.—C. R. 1. & P.—C. R. 1. & G.—C. R. 1. & P.—Santa Rosa, N. M.—Southern Pacific Co.

The Beaver, Meade & Englewood R. R. to be shown as a participating carrier in Tariff 36-B.

**11622—Rubber tires, CL, westbound—** transit: Request for amendment of Items 5275-C and 5280-B of Tariff 1-H (I. C. C. No. 1237, H. G. Toll, agent), to permit carloads of rubber tires in St. Bernardino, Calif., to partly unload on shipments destined Los Angeles, or to stop at Los Angeles to partly unload on shipments destined San Diego, at through rate from origin to final destination plus \$6.50 per car for the privilege of stopping-in-transit.

**11623—Nitrate of sodium (soda), CL, westbound:** Request for carload rate of \$1.20 per 100 lbs. on nitrate of sodium (soda), in bags or in bulk, from Group "A" to California under Tariff 1-H (I. C. C. No. 1237, H. G. Toll, agent).

**11624—Steel medicine cabinets equipped with movable electric light fixtures, LCL, westbound:** Request for amendment of Tariffs 1-H (I. C. C. No. 1237, H. G. Toll, agent), and 4-E (I. C. C. No. 1239, H. G. Toll, agent), to provide for less than carload rate of \$2.73 or not more than \$3.53 per 100 lbs. on steel medicine cabinets equipped with movable electric light fixtures, from Group "D" to the Pacific Coast.

**11625—Hydrocarbon gas (cooking or heating), in tank cars, westbound:** Request for amendment of Item 2900 of Tariffs

1-H (I. C. C. No. 1237, H. G. Toll, agent), and 4-E (I. C. C. No. 1239, H. G. Toll, agent), to also apply on hydrocarbon gas (cooking or heating), in tank cars.

**Supplement 1 to Docket 11522—Bus bodies, with or without final coat of lacquer, paint or varnish, set-up, loose or in packages, CL, westbound:** Request for inclusion of bus bodies, with or without final coat of lacquer, paint or varnish, set-up, loose or in packages, in Item 5447 of Tariffs 1-H (I. C. C. No. 1237, H. G. Toll, agent), and 4-E (I. C. C. No. 1239, H. G. Toll, agent).

**Supplement 1 to Docket 11559—Alfalfa hay, CL, eastbound—** from Central California (Rate Basis 1): Request for amendment of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), to provide for carload rate of 78¢ per 100 lbs. on alfalfa hay from Central California to Group "E" points in Missouri; rates to other destination territories to compare favorably with rates from Imperial Valley established under Item 4302, Supplement 14 to the tariff.

**Supplement 2 to Docket 11559—Hay, CL, eastbound—** from California: Request for amendment of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), to provide for carload rate of 78¢ per 100 lbs. on hay from California Rate Basis 1 points to the Mississippi River (Group "E") with the usual grade east and west thereof; minimum weights to be same as shown in Item 4302, Supplement 14 to the tariff, and addition of minimum weight 42,000 lbs. for 50-ft. car.

**Supplement 1 to Docket 11561—Carpet lining, felt or paper, plain or indented, in bundles, in mixed carloads with carpets, rugs, etc., westbound:** Request for amendment of Item 1945 of Tariffs 1-H (I. C. C. No. 1237, H. G. Toll, agent), and 4-E (I. C. C. No. 1239, H. G. Toll, agent), to apply on carpet lining, felt or paper, plain or indented, in bundles; the weight of the carpet lining is not to be included in arriving at the minimum carload weight of the carpets and other articles.

**20567—Toys.**  
San Francisco, Calif. Manufacturers o toys in Czechoslovakia are seeking a local representative on a commission basis.

**20568—Oriental Art Goods.**  
Milaca, Minn. Party with gift shop 1 St. Cloud, Minn., is desirous of contacting San Francisco importers of Oriental goods.

**20569—Bulletins on Agriculture.**  
San Francisco, Calif. Party in Venezuela requests catalogues and other publications referring to agriculture, breeding of cattle, agricultural implements and modern machinery pertaining thereto.

**20570—Blackeye Peas.**  
Ciudad Obregon, Mexico. Exporters of blackeye peas seek a local market for their commodity.

**20571—Vegetable Charcoal.**  
Hermosillo, Mexico. Party in position to ship vegetable charcoal in large quantities is desirous of contacting local importers, also local exporters of vegetable charcoal to Canada.

**20572—Automobile Parts.**  
Bedford, Ohio. Manufactures of axles, worms, gears and brake drums, inquiring for list of exporters who may be interested in handling their line.

**20573—Manufacturer's Agent.**  
San Francisco, Calif. Manufacturer's agent to represent any line in foreign parts, on commission basis.

**20574—Raffia Grass.**  
Vancouver, B. C. Manufacturer's representative of raffia grass inquires for list of local importers of this commodity.

**20575—Agency.**  
Colon City, Panama. Firm is interested in securing the agency on a commission basis for the territory of the Panama Republic and Canal Zone of some manufacturers in this city in the following lines: patent and proprietary medicines, drugs and allied lines, sanitary articles, toilet and beauty preparations, confectionery, candy and canned goods in general.

**20576—Chinese Hog Bristles.**  
Tampico, Mexico. Organization wishes to contact wholesalers of Chinese hog bristles for making brushes.

**20577—Plantains.**  
Mexico, D. F. Exporter of fresh plantains, dried plantains, plantain flour and other products of plantains, seeks a local market for these commodities.

**20578—Sardines.**  
Tunis, Tunis. Party wishes to be put in communication with exporters of pilchard sardines.

## Foreign and Domestic TRADE TIPS

### FOREIGN TRADE TIPS

**Inquiries concerning Foreign Trade Tips** should be made to the International Trade Department of the San Francisco Chamber of Commerce, Davenport 5000, list numbers being given.

**20561—Fruit Trees.**  
Barcelona, Spain. Party interested in securing fruit trees and floriculture novelties desires descriptive catalogues.

**20562—Cocoanut Oil, Canned Fruits.**  
Guatemala City, Guatemala. Party is desirous of contacting exporters of cocoanut oil and canned fruits.

**20563—Electrical Vulcanizers.**  
Liverpool, U. K. Members of a Liverpool organization wish to be placed in communication with local importers of electrical vulcanizers.

**20564—Nuts.**  
Reus, Spain. Party inquires for names of brokers in this city dealing in the sale of all kinds of nuts, such as almonds, filberts, walnuts, pignolias, etc., on a commission basis.

**20565—Metallic Beads.**  
San Francisco, Calif. French manufacturer of metallic beads seeks an agent in San Francisco.

**20566—Burlap.**  
Calcutta, India. Exporters of burlap are anxious to appoint an agent to represent them in the sale of burlap on the Pacific Coast. New York references available.

### DOMESTIC TRADE TIPS

**Inquiries concerning Domestic Trade Tips** should be made to the Domestic Trade Department.

**D-3581—Distribution.**  
Springfield, Ohio. Firm interested in contacting with individual or firm prepared to take up the sale and distribution of a new type of commercial illuminated display. Arrangements can be made to manufacture the signs here or at Springfield, Ohio, purchasing the lens from the home company.

**D-3582—Manufacturer's Agent.**  
Los Angeles, Calif. Company wishes to secure agency or distributorship for one or more lines of merchandise on the Pacific Coast.

**D-3583—Manufacturer's Agent.**  
New York City. Firm desires to secure manufacturer's agent in San Francisco for a line of precision and machinist files. Do not wish to deal with hardware stores and mill supply houses, only with manufacturer's agent.

**D-3584—Sales Connection.**  
New York City. Firm interested in contacting with concern in S. F. for the sale of food stuffs, canned and otherwise, not only with packers of food commodities but also with mercantile brokers with whom they may make connections for mutual business.

## Alameda Citizens: Vote YES on Army Air Base

### CHAMBER RECOMMENDATIONS

#### Alameda Air Base Means PAY ROLLS

Attention of the members of the Chamber of Commerce called to PROPOSITION No. 11 ON THE CITY OF ALAMEDA BALLOT which, if approved by the voters, will insure the construction of the ALAMEDA ARMY AIR BASE. This project, which will mean the expenditure of millions of dollars by the Government and a permanent civilian payroll of hundreds of thousands of dollars annually, has represented, for nearly two years, one of the major activities of the San Francisco Chamber of Commerce in cooperation with the Oakland Chamber of Commerce and the chambers of all other important cities in the bay section.

The Government has done its part in appropriating the funds for the construction and maintenance of the project, a substantial portion of which was diverted from other enterprises originally allocated to Southern California. It remains now for the voters to ratify the recent action of the Alameda City Council in presenting the necessary land which will be reclaimed at government expense.

The San Francisco Chamber of Commerce believes it to be the duty of every one of its members residing in the city of Alameda to give this measure his active support, and to impress upon all employees residing in Alameda the necessity of voting in its favor.

#### America's Greatest Airport... A Possibility for S. F. Bay

At the city of Alameda, stretching from Webster Street almost to the tip of the Alameda mole, is an expanse of land almost four miles long, with the San Francisco Bay Airdrone at the eastern end and the Alameda Airport at the western end—both highly developed flying fields. Lying in between is an area of apparent hummocks, with sloughs winding in and out.

That is the 1103 acres which Alameda stands ready to give to the United States Government for an army base. Now picture this four-mile stretch of airports—the San Francisco Bay Airdrone on one side, the Alameda Airport on the other and the new base in the middle—and undoubtedly you will agree with Lieutenant Colonel Frank C. Brant, former commander of Crissy Field, that here is the "greatest airport in America, probably the greatest in the world."

Aviation experts say it will outrival the famous Tempelhof Airdrone of Berlin—that is the last word today in aviation centers. Fly from Alameda across the bay to Marin County and look down on Marin Meadows, two miles from Ignacio. Here you will see 2500 acres which the experts say was specially made for aviation purposes. Of the most desirable of this tract, the Marin County supervisors have bought 790 acres for a bombing base and have taken an option on 310 acres more. They have segregated the best portion of the tract—and the United States Government undoubtedly can get the rest and write its own figures.

"What of these air base sites?" one might ask as a layman. And then add: "Are they what the Army wants?"

Well, Brigadier William E. Gilmore, one of the Army's recognized authorities on aviation, flew over them and walked over them and dug into them, and on February 1, 1929, he pronounced them "ideal from an aviation standpoint and strategically situated for the defense of San Francisco Bay and the Pacific Coast."

F. Truhee Davison, assistant secretary of war, in charge of aviation, has declared that he is "satisfied there are no better sites on the Pacific Coast" and he made that declaration after he had made an inspection with Lieutenant Lester W. Matland, hero of the first flight to Hawaii. At the congressional hearing on the Kahn bill, aviation went further, and was joined by Major General J. E. Fehel, chief of the Army air service. They agreed that:

"Sound strategy and good military tactics require that the Army air bases on the

#### Arguments on All Amendments To Appear in Next Week's Issue

FOLLOWING are the recommendations of the San Francisco Chamber of Commerce on the forty propositions to be submitted to the voters on November 4. Next week's issue of San Francisco Business will be devoted largely to a review of these propositions and will contain arguments for or against each of the measures.

No.	Recommendation	Yes/No/No Recommendation
1	Veteran's Welfare Bond Act of 1929	YES
2	Apportioning State Taxes to Firemen's Funds	NO
3	Compensation of State Executive Officers	YES
4	Taxation on Street Railways	YES
5	State Employees Retirement Salaries	YES
6	Taxation of Toll Bridges Acquired by State	NO
7	Daylight Saving Act, Initiative	No Recommendation
8	Exempting Hospitals and Sanitariums from Taxation	NO
9	Legalizing San Francisco Harbor Improvement Act	YES
10	Usury Law, Initiative	NO
11	Fish and Game, Initiative	NO
12	Legislative Help, Limitation Upon Expense Therefor	NO
13	Authorizing Indemnity to Owners for Live Stock Destroyed to Prevent Spread of Disease	YES
14	Registration of Voters, Initiative	NO
15	Huntington Library and Art Gallery	YES
16	Corporations	YES
17	Taxation, Ocean Marine Insurers	YES
18	Changing Motor Vehicle Taxation	YES
19	Judiciary Disqualifications	NO
20	Governor's Council	YES
21	Reimbursing Counties for Losses from State Taxation	NO
22	Municipal Charter Amendments	YES
23	Constitutional Convention	NO
24	Absence of Judicial Officers from State	YES
25	Suffrage	NO
26	Sunday Closing Law, Initiative	NO
27	Election of School Board	NO
28	Civil Service (Blankets in Park and Playground Employees)	YES
29	Civil Service (Blankets in Spring Valley Employees)	YES
30	Public Administrator and Attorney on Salaries	NO
31	Appointment of Detective Sergeants	YES
32	Elective Public Utilities Commission	NO
33	Leasing Sub-Surface Public Parks	YES
34	Railway Franchises	YES
35	Five Cent Fare Ordinance	NO
36	Golden Gate Bridge Bonds, \$35,000,000	YES
37	Bonds, Construction New County Jail (\$850,000)	YES
38	Incinerator Bonds, \$1,250,000	YES
39	Mills Field Airport Bonds, \$4,000,000	YES

# SAN FRANCISCO BUSINESS

OCTOBER 22, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange, Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

## Transcontinental

# Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

Additional dockets published, October 11, 1930:

**Supplement 1 to Docket 11073**—Sugar, CL, eastbound—California to Wisconsin points: Proposal to amend Item 5200 of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), to provide for the following carload rates on sugar from California to: Menomonee Falls, Wis., 85½¢ per 100 lbs.; Dodgeville, Mt. Horeb, Sun Prairie, Waterloo, Watertown, Monticello, Wis., 86½¢ per 100 lbs.

**11626**—Fresh Oysters, in cans, CL, westbound: Request for reduction in minimum carload weight on fresh oysters, in cans, under Item 2573-B, Tariff 1-H (I. C. C. No. 1237, H. G. Toll, agent), and Item 2576-B, Tariff 1-E (I. C. C. No. 1239, H. G. Toll, agent), from 30,000 to 24,000 lbs.

October 18, 1930,

**11627**—Flower holders, lead and wire combined, in boxes, LCL, eastbound: Request for establishment of less carload rates to Groups A, B, C, C-1, K, L and M in Item 1916 of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), on usual grade over Group "D" rate of 83.50 per 100 lbs.

**11628**—Twine or cordage, CL, westbound—minimum weight: Request for amendment of Item 5395-B of Tariff 1-E (I. C. C. No. 1239, H. G. Toll, agent), by reducing the minimum carload weight from 40,000 to 30,000 lbs.

**11629**—Coke, CL, westbound—Alabama points to Phoenix, Ariz.: Proposal to establish carload rate of \$12.30 per ton of 2000 lbs., from Birmingham, East Thomas, Ensley, Holt, North Birmingham and Tarrant, Ala., to Phoenix, Ariz., Tariff 1-H (I. C. C. No. 1237, H. G. Toll, agent).

**11630**—Imported soy bean meal used in the manufacture of prepared animal or poultry feed, CL, eastbound: Request that the "Transit Note" in Item 557, Tariff 30-T (I. C. C. No. 1245, H. G. Toll, agent), be amended so it will not be subject to Item 115 when soy bean meal is used in the manufacture of prepared animal or poultry feed. (This proposition involves only paragraph (b) of Item 115.)

**11631**—Refuse tobacco, CL, westbound: Request for carload rate of 60¢ per 100 lbs., minimum weight 10,000 lbs., on refuse tobacco (consisting of stems, scraps, etc.) from Yorklyn, Del., Helmetta, N. J., York, Pa., Richmond, Va., and New York, N. Y., to San Francisco, Calif., Tariff 1-H (I. C. C. No. 1237, H. G. Toll, agent); rate to apply via New York, Baltimore or Philadelphia thence Southern Pacific Steamship

Lines (Morgan Line) to Gulf Ports, thence rail to San Francisco.

**11632**—Hoop steel and acid-coppered steel wire, mixed carloads, westbound: Request for rate of \$1.00 per 100 lbs. on hoop steel and acid-coppered steel wire, mixed carloads, minimum weight 80,000 lbs., from Group "D" to the North Coast, Tariff 1-E (I. C. C. No. 1239, H. G. Toll, agent).

**11633**—Application of export rates in connection with Prince Line: Proposal to include the Prince Line in list of ocean carriers under Items 10-C and 70-B, Export Tariff 29-T (I. C. C. No. 1236, H. G. Toll, agent).

**11634**—Soda ash and crude bicarbonate of soda, for export to Mexico, CL, eastbound: Request for reduction in rate on soda ash and crude bicarbonate of soda from California producing points to Laredo and Eagle Pass, Tex., when for export to Monterey and Saltillo, Mexico, sufficient to meet the rate in effect from Saltillo, Va., to Laredo and Eagle Pass, Tex., viz.: 53½¢ per 100 lbs., Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11635**—Air and oil separating tanks, pipe line, iron or steel, LCL, eastbound: Request for amendment of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), to provide for the following less than carload rates on air and oil separating tanks, pipe line, iron or steel (tanks loose or on skids, fittings in barrels or boxes) from California to: Groups: A, 83.10; B, 83.11; C-C1, 82.97; D, 82.83; E, 82.69; F-G, 82.69; H, 82.69; J, 82.67½; K, 83.10; L, 83.11, M, 82.97 per 100 lbs.

**11636**—Cast iron cemetery vases, LCL, westbound: Request for inclusion of cast iron cemetery vases in Item 3775 of Tariff 1-H (I. C. C. No. 1237, H. G. Toll, agent).

**11637**—Solid iron curtain rods, without fixtures, twisted or straight, not less than 12 feet in length, with brackets or fixtures packed separate, LCL, eastbound: Request for LCL rate of 82.09 per 100 lbs. on solid iron curtain rods, without fixtures, twisted or straight, not less than 12 feet in length, with brackets or fixtures packed separate, from California to Group "F" under Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11638**—Floor and wall safes, LCL and CL, eastbound: Request for establishment in Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), of the following rates (in cents per 100 lbs.) on floor or wall safes from California to:

Groups: D-E-F-G-H J Min. wt. LCL 200 275 CL 200 170 30,000 lbs.

**11639**—Crude graphite (Plumbago), CL, eastbound: Request for reduced carload rates on crude graphite (Plumbago), in bags or barrels (air tight), from California to eastern destinations under Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent); proposed rates to be on same basis as applicable from Alabama producing points to destination territories.

**11640**—Soy (table sauce), in casks, imported, CL, eastbound: Request for carload rate of 80¢ per 100 lbs. on soy, minimum weight 77,000 lbs., from Pacific Coast ports to Rate Bases 3, 3-A, 3,

5 and 6, Tariff 30-T (I. C. C. No. 1245, H. G. Toll, agent).

**11641**—Automobile body panels (metal and wood combined), unfinished, CL, westbound: Request for inclusion of automobile body panels (metal and wood combined), unfinished, in Item 5133 of Tariffs 1-H (I. C. C. No. 1237, H. G. Toll, agent), and 1-E (I. C. C. No. 1239, H. G. Toll, agent).

**11642**—Clothing and dry goods, mixed carloads, westbound: Request for amendment of Tariff 1-H (I. C. C. No. 1237, H. G. Toll, agent), to provide that clothing (Item 2139-A) and dry goods (Item 2375-D) may be shipped in mixed carloads at the carload rate applicable on each, subject to the higher minimum carload weight applicable on either commodity with the proviso that when weight of such mixed carload aggregates less than the required minimum weight, add to the minimum weight of the lower rated commodity sufficient weight to make up the deficit.

**11643**—Metal tubular furniture, set-up, LCL, eastbound: Request for less carload rates on metal tubular furniture, set-up, from California to eastern destinations under Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent); proposed rates not to exceed present 1st class rates to various eastern groups, viz.: A-K, 85.55; B-L, 85.40; C-C1-M, 85.25; D, 85.10; E, 84.95; F, 84.50; G, 84.20; H, 84.20; J, 83.66 per 100 lbs.

**11644**—Dried, salted or smoked fish, CL, westbound—Eastern Canada to California points: Proposal to reduce the carload rates on dried, salted or smoked fish from Eastern Canada to California under Item 8020, Tariff 1-H (I. C. C. No. 1237, H. G. Toll, agent), account rates available via Panama Canal.

**11645**—Post office distributing, routing or stamping tables, CL, westbound: Request for inclusion of post office distributing, routing or stamping tables, iron, steel or wooden, in following items of Tariffs 1-H (I. C. C. No. 1237, H. G. Toll, agent), and 1-E (I. C. C. No. 1239, H. G. Toll, agent):

2835, Tariffs 1-H and 1-E; 2875-C (Sections 2, 3, 4, 1-6 and 4), Tariff 1-H; 2875-A (Sections 2, 3, 4 and 5), Tariff 1-E.

**11646**—Chip woods, chip wreaths, hinoki wood frieze roping, imported, CL, eastbound: Proposal to include "chip goods and chip wreaths" in Item 915 of Tariff 30-T (I. C. C. No. 1245, H. G. Toll, agent); also that the words "not exceeding 32½x4½ inches, in carload lots not exceeding 75 bales each" be eliminated from the item.

**11647**—Linoleum cement, felt or paper carpet lining and iron or steel rollers in mixed carloads with rubber composition tile, westbound: Request for inclusion of linoleum cement, felt or paper carpet lining and iron or steel rollers, mixed carloads, in Item 3323-series, Tariffs 1-H (I. C. C. No. 1237, H. G. Toll, agent), and 1-E (I. C. C. No. 1239, H. G. Toll, agent).

**11648**—Onions, tomatoes and melons, also cauliflower, CL, eastbound—to Evansville: Proposal to establish through carload rate of \$1.56 per 100 lbs., minimum weight 20,000 lbs., on onions, tomatoes and melons from the North Pacific Coast to Evansville, Ind., Tariff 2-Y (I. C. C. No. 1233, H. G. Toll, agent), and on cauliflower, onions, tomatoes and melons from California to Evansville, Ind., Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11649**—Clothing, CL, westbound—minimum weight: Request for reduction in minimum weight under Item 2139-A of Tariff 1-H (I. C. C. No. 1237, H. G. Toll, agent), from 20,000 to 16,000 lbs.

**11650**—Apples, pears and grapes, CL, eastbound—transit: Request for amendment of the following items to permit privilege of stopping-in-transit to partly unload carload shipments of the commodities as shown: Tariff 2-Y (I. C. C. No. 1233, H. G. Toll,

## POLISH HEROINE TO

## TELL WAR THRILL

Lieutenant Zofja Nowosielska, Polish Joan of Arc, will be presented in Francisco, at a meeting to be held at Hotel St. Francis under the auspices of the American Legion Auxiliary, Thurs afternoon, November 6th, at 2:30.

This distinguished woman who wears many decorations awarded to her by government as a reward for heroic action on the battlefield and for the valor which she led her men, will relate some of her thrilling war experiences, served with the artillery, infantry was in charge of a machine gun platoon in the war with Soviet Russia.

A distinguished and representative committee of San Francisco citizens, which Mayor Rolph is honorary chairman, will assist the American Legion Auxiliary in the arrangement of the program. The tickets for the affair will be one dollar which includes refreshment. The proceeds of the afternoon will be devoted to the child welfare work of Auxiliary.

## EXHIBITION AT CAIRO

The Royal Agricultural Society of Egypt is to hold its XIV Exhibition in Cairo beginning the 15th of February, 1931, a continuing for one month. The exhibit enjoys the high patronage of His Majesty King Fouad I, and will be held in the excellently planned and conveniently situated grounds of the Society at Ghizeh Cairo. The principal object of the exhibition is an endeavor to advance and improve agriculture in Egypt, to popularize the use of agricultural machinery and introduce such machines, appliances a materials as will assist in the development of Egyptian industries generally. Full details regarding the exhibition and the special facilities granted to exhibitors can be obtained from The Director, Royal Agricultural Society of Egypt, P. O. B. 63, Cairo, Egypt.

## NEW BOOKLET

A very interesting booklet, "Factory and Power Plants—Some of Our World Illustrated," has been received by the International Trade Department from H. Williams and Company of London. It is one of the outstanding contracting companies of Great Britain, and builds many of the largest buildings there. Any interested is welcome to look it over at the library of the International Trade Department.

agent), Item 3795—apples; Item 3810—apples and pears in mixed carloads; Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), Item 1945-C and 1955-A—grapes

**11008 (Amended)**—Window glass, G, westbound: Request for carload rate of 75¢ per 100 lbs., minimum weight 800 lbs., on window glass from Groups "A, B" and "C" to the Pacific Coast, Item 29 (Section 2), Tariffs 1-H (I. C. C. No. 1237, H. G. Toll, agent), and 1-E (I. C. C. No. 1239, H. G. Toll, agent).

**11526 (Amended)**—Clay (not fire clay and kaolin (China clay), CL, westbound— from Georgia, South Carolina or Virginia points: Proposal to amend Item 8200 of Tariff 1-H (I. C. C. No. 1238, H. G. Toll, agent), and Item 1100— Tariff 1-E (I. C. C. No. 1239, H. G. Toll, agent), by reducing the rate from 11 Georgia, South Carolina and Virginia origin points to the Pacific Coast from 70 cents to 60 cents per 100 lbs.; r change in minimum carload weight.

**11612 (Amended)**—Synthetic fabric fibre, yarns, LCL, and CL, westbound: Request for inclusion of an entry rating for "Synthetic fabrics, fibre or yarns in Item 2375-D of Tariffs 1-H (I. C. C. No. 1237, H. G. Toll, agent), and 1-E (I. C. C. No. 1239, H. G. Toll, agent).

# Foreign and Domestic TRADE TIPS

## FOREIGN TRADE TIPS

Inquiries concerning Foreign Trade Tips should be made to the International Trade Department of the San Francisco Chamber of Commerce, Davenport 5000, list numbers being given.

**79—Tiles—Ceramic Ware.**  
Washington, D. C. Party inquires for principal importers of glazed and fancy tiles, also Spanish ceramic ware.

**80—Agency.**  
San Francisco, Calif. Salesman conducting large business in tractors and other machinery in South Africa is anxious to secure agencies in such lines as boilers, forges, stone crushers, picks and shovels.

**81—Chinese Art Goods.**  
Shanghai, China. Organization desires list of importers of Chinese art goods, such as brassware, carved woodware, keraware, porcelainware, etc.

**82—Kapoc and Fibres.**  
Java, D. E. I. Importers of automotive placement parts, accessories and equipment wish to extend their export department, especially in tropical produce such as kapoc, fibres, etc.

**83—Japanese Articles.**  
Tokyo, Japan. Exporters of celluloids, antimony wares, glass wares and aluminum wares seek a local market for these commodities.

**84—Leather Hand Bags.**  
Manila, P. I. Firm requests catalogs of price lists from manufacturers, or exporters of low-priced fancy leather hand bags of modernistic and up-to-date styles for ladies.

**85—Commission-Salesman.**  
Sancti Spiritus, Cuba. A native of Cuba, educated in the United States, is interested in acting as commission salesman for exporters of sardines and canned meats. Will pay own traveling expenses. References available.

**86—Representation.**  
Cartagena, Colombia. Party is desirous of representing California canners of sardines, salmon and fruits at Colombia.

**87—Coffee.**  
Oklahoma City, Okla. Party inquires list of coffee importers, preferably those importing directly from Brazil or Colombia.

**88—Lumber.**  
Buenos Aires, Argentina. Firm wishes contact exporters of pine, plywood, mahogany, oak, etc., to Argentina.

**89—Sponges.**  
Los Angeles, Calif. Party is interested in exporting "loofah," vegetable sponge, from Mexico to the United States.

**90—Trees and Plants.**  
Mexico, D. F. Party inquires for prices of fruit trees and flower plants by the hundred and by the thousand.

**91—Shark Fins.**  
Progreso, Mexico. Exporters of shark fins are anxious to contact importers of this commodity.

**92—Bar Candies.**  
Honolulu, T. H. Party is desirous of securing an account of bar candies, retailing at 5 and 10 cents.

**93—Agencies.**  
Oakland, Calif. English broker with intimate connections with all United Kingdom dealers and chain store merchants desires canned and dried fruit agencies. Bankers references available.

**94—Representation.**  
Oakland, Calif. Sales manager with excellent business connection all over Great Britain, Canada, Australia, New Zealand, South Africa, Egypt and India, desires sales connection.

## NAVY DAY

### Lunchmen

MONDAY, OCTOBER 27  
12:15 to 1:15 P. M.

**Rear Admiral  
W. C. COLE**

**Lt. Commander  
HOWARD M. MCKINLEY**

Speakers

### ISLAM TEMPLE SHRINE BAND ENTERTAINMENT

Program broadcast by Pacific Coast Network  
National Broadcasting Company  
Under auspices of the Navy League of the United States.

Assisted by San Francisco Chamber of Commerce, San Francisco Junior Chamber of Commerce, Down Town Association, Propeller Club, C. C. Thomas Post American Legion.  
Banquet Room Commercial Club  
Please make reservations at once.  
Telephone KEarny 5336

## DOMESTIC TRADE TIPS

Inquiries concerning Domestic Trade Tips should be made to the Domestic Trade Department.

**D-3585—Distributor.**  
Emeryville, Calif. Manufacturer of tractors, industrial and agricultural equipment having national distribution desires to contact with parties or firms familiar with machinery equipment and capable of rendering aggressive representation in San Francisco. Literature on file.

**D-3586—Specialty Selling.**  
Blackwell, Oklahoma. Party wishes a specialty selling proposition on commission basis. References, bond and financial statement will be furnished on request.

**D-3587—Manufacturer's Agent.**  
Newark, New Jersey. Firm desires man to handle their line in San Francisco territory, of high-grade advertising specialties. Full information on file.

**D-3588—Distributor.**  
Kansas City, Mo. Responsible distributor with Kansas City office offers full or part time sales representation of your line in local or southwest territory.

**D-3589—Representation.**  
Toledo, Ohio. Manufacturers of floor sanding and floor maintenance machines are looking for a good salesman in this city.

**D-3590—Representation.**  
Los Angeles, Calif. Distributors of an eastern-made line of rustic wooden fencing materials are anxious to get in touch with some reliable San Francisco concern with the idea of making them their dealer. Also interested in securing agencies for all types of public utility construction materials and will be glad to hear from any San Francisco manufacturers who desire representation in Los Angeles.

**D-3591—Representative.**  
Chicago, Ill. Concern looking for an active representative to sell novelty rugs to the large department stores and furniture trade in California.

**D-3592—Clay Brick Outlets.**  
San Francisco. Wanted by eastern individual opportunity to develop new outlets for clay bricks.

**D-3593—Western Representative.**  
Chicago, Ill. Manufacturers of rotating seal, wiping rings, automobile packing, individual set packing for any condition, floating gland packing for vibrating rods such as steam hammer, desire a high type caliber representative who has had merchandising experience and with capital to handle the complete west coast.

# Industrial Development

REPORTED BY THE

Industrial Department of S. F. Chamber of Commerce

## NEW INDUSTRIES

The Willcock Metered Mail Co., Ltd., has located northern California distributing headquarters in Room 110, Sharon Building. Metered mailing equipment which this concern manufactures in their Los Angeles factory will be distributed to their customers north of Fresno to the Oregon line. Manager E. G. Wilson states.

Pacific Wire Products Company has recently established a branch office and warehouse at 383 Brannan Street to serve this territory. The concern, with headquarters and factory at Los Angeles, manufactures bronze, dull and bright galvanized, and painted screen cloth.

The Seaside Oil Company is operating a plant and office at 2121 Third Street for the distribution of their gasoline, lubricating oils and greases. The new oil concern whose headquarters are at Summerland, Santa Barbara County, secures crude oil from their Summerland and Ventura

Avenue wells where refineries are established. Distribution throughout the San Francisco metropolitan district will be handled through independent dealers.

Dry Ice Corporation of America is now distributing solidified carbon dioxide, "dry ice" from their newly established warehouse and office at 310 Brannan Street. Their product is being used extensively for keeping ice cream and similar products cold while in transit or in retail containers. Local Manager C. V. King, Jr., of the concern, whose home office is New York City, states that this branch will serve northern California.

The Tru-Color Company has established headquarters at 731 Harrison Street for the distribution of their hair color restorer for restoring the original color for gray hair. Their product is manufactured at 900 McAllister Street.

## EXPANSIONS

Patek & Company, laundry and dry cleaners supply house established in 1875, have recently established headquarters in more commodious quarters at 1900 Sixteenth Street. The two-story building now occupied contains 18,000 square

feet of floor space, where 1500 items are carried on stock. Adjoining the main structure is a manufacturing building containing 6000 square feet in which many of the firm's cleaning and laundry products will be processed. Both buildings are served by spur track.

## NEW DISTRIBUTOR

Conrad Hosiery Company, with plant and headquarters in Clifton, New Jersey, and Pacific Coast offices, at 833 Market Street, now carries a complete stock of Conrad hosiery in San Francisco from which to serve the western market. The recent decision to make San Francisco the western distribution center was made

in response to the growing market for Conrad hosiery in the West and to give better service for Conrad customers. Heretofore an office only has been maintained in charge of E. T. Rodgers, local representative. From now on Mr. Rodgers can serve his growing western business more effectively direct from the San Francisco warehouse.

# America's Greatest Airport

[ continued from page 1 ]

Pacific Coast should be concentrated on San Francisco Bay, where they will be close to the coast line and yet protected by the mountain range."

They told the congressman their expert opinions on June 10, last; on July 1 the bill passed and on July 3 President Hoover made San Francisco Bay have a glorious Fourth by signing the measure.

Now let's come down to earth and find out just what these air bases mean in a selfish, monetary way—at the same time having an eye on the patriotic duty of protecting our country.

In the first place, Congress set aside \$1,990,000 out of various army funds immediately available to begin work at once. At least \$600,000 of that will be spent on the Marin Meadows base. Eventually, it is estimated that \$10,000,000 will be expended there, for, besides the equipment for aircraft, provision must be made for at least 110 officers and about 3250 enlisted men.

On the Alameda base not less than \$5,000,000 will be spent—and that figure is on the authority of Congressman Albert E. Carter of Oakland. It probably will be more, because the Army has ambitious plans to dredge a large area in the bay for aircraft carriers to moor alongside the base.

In Washington they said that the winning of the two air bases was a "wonderful demonstration of what can be accomplished by unified action on the part of the San Francisco Bay region." Now, this "unified action" is confronted with an election, the purpose of which is to let Uncle Sam have what he wants. Isn't it worth while—particularly as a year and a half ago the San Francisco Chamber of Commerce put its shoulder to the wheel to win those two air bases for San Francisco Bay—Isn't it worth while to say to your friends and acquaintances:

"Vote for the air bases as a favor to me."

Particularly if they live in Alameda.

## Permanent Art Galleries

- Beaux Arts Galerie - 166 Geary Street
- East-West Gallery - 609 Sutter Street
- De Young Museum - Golden Gate Park
- Conservator Gallery - 174 Post Street
- Gump Galleries - 246 Post Street
- Legion of Honor Palace - Lincoln Park
- Paul Elder Gallery - 239 Post Street
- Valdespino Gallery - 345 O'Farrell Street
- Vickery, Atkins & Torrey - 550 Sutter St.
- Worden Art Gallery - 312 Stockton Street
- Schwabacher-Frey Gallery, 735 Market St.
- Workshop Gallery - 536 Washington St.

# The Very Latest LEADS for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified. Domestic Trade Department.

**Advertising Specialties**—John F. Mues, 85 2d to 593 Market.

**Advertising**—Harry Berceovich Advertising Agency, 703 Market; A. A. Sheuerman, 760 Market to 1060 Folsom.

**Apartments**—Barcelona Apartments, 701 Taylor; Crossway Apartments, 191 Frederick.

**Artists**—John Dully, 617 Montgomery; Edward Fisher (commercial), 628 Montgomery; Marshall Hibbard (commercial), 617 Montgomery; Florence A. Kroger, 544 Market; Mungler Bros. (commercial), 2555 Mission; Al Owles, Hearst Bldg.; Nell Spotts, 406 Sutter to 617 Montgomery; Betty Trotter (commercial), 760 Market.

**Arts**—A. Abeles (Oriental), 205 Powell.

**Associations**—Wholesale Florists Assn. of Northern Calif., 883 Market; Women's Benefit Assn., 760 to 1095 Market.

**Attorneys**—Jerome Duffy, 225 Bush to 235 Montgomery; Howard C. Ellis, 111 Sutter; Jos. G. Gallagher, 760 Market; J. Edward Johnson, 406 Sansome; Samuel J. Jones, 235 to 220 Montgomery; Howard Mager, 833 Market; Aaron Vinkler, 628 Montgomery to 830 Market.

**Auto Equipment**—Acme Radiator & Fender Works, 348 Golden Gate Ave.

**Auto Parking**—Central Parking Station, Park and Hayes; Edellis Auto Park, 1573 Vallejo.

**Auto Repairing**—Auto Service, 42 9th; Gerlach's Auto Maintenance Co., 3355 Geary; J. M. Gains, 170 Main to 223 Drumm; Archie A. Proben, 719 Golden Gate Ave.; Chas. S. Richman, 3700 to 3928 Geary; Everett E. Tooker, 330 Fell.

**Automobiles**—Thompson's Auto Salvage, 20 Duboce.

**Bakeries**—Butter Krust Bakery, 1295 Fillmore; Torino Pastry Co., 1347 Grant Ave.

**Baths**—Rose Ferguson (electric cabinet), 240 Stockton.

**Batteries**—Auto Park Battery Co., 333 Taylor.

**Beauty Shops**—Del Rosa Beauty Shoppe, 218 Fillmore; Fanchon Beauty Shop, 216 O'Farrell; New York Beauty Salon, 208 Clement to 2035 Clement; Nuart Permanent Wave Co., 2517 Mission; Powell's Permanent Wave Shop, 11 8th; Rose's Beauty Parlor, 218 Fillmore.

**Bentonites and Clays**—California Desert Products Co., 58 Sutter.

**Beverages**—Luigi Bini, 6239 3d.

**Billiards**—Daly City Billiard Parlor, 6288 to 6378 Mission.

**Brokers**—Elliott Hiller & Miller (Insurance), 1 Montgomery; Frederic H. Mead (Insurance), 405 to 323 Montgomery.

**Brushes**—Rubberstet Co., 88 1st to 58 Federal.

**Candy**—Chan & Lai (mfrs.), 616 Washington; Walter Petri, 3786 1/2 Mission.

**Cards**—Bazza Co. (greeting), 717 Market.

**Chemicals**—Solvit Chemical Co. (J. Lowenthal), 7 Front.

**Cigars**—Daly City Cigar Store, 6288 Mission; Fox Smoke Shop, 1298 Market; Fred's Smoke Shop, 3202 Mission; Virgil Giovanni, 730 Front; Tom O'Donnell, 160 Mason.

**Cleaners**—Bergmann Cleaning & Dyeing Works, 2241 to 2241 Taraval; China Cleaning & Dyeing Works, 130 Waverly Place; Horn's, 236 Jersey; Mission Cleaning & Dyeing, 1101 Guerrero; Napoleon Cleaning & Dyeing Works, 2829 24th; O'Brien's (Lena Muenzi), 236 Jersey; Rainbow Cleaning & Dyeing Works, 3335 23d;

Waldorf Cleaners, 900 Bush to 1400 Taraval.

**Club**—Chicler Monterey Club, 533 Post; Telegraph Hill Country Club, Grant and Filbert.

**Contractors**—Sorensen & Hagmark (general), 2652 Harrison.

**Decorators**—Taylor Decorating Co., 629 Gough to 1206 Laguna.

**Delicatessen**—Lyons' Delicatessen, 1216 Fillmore.

**Diagrams**—Gordon Diagram Co. (legal), 156 Montgomery.

**Dresses**—Economy Wash Frock Co., 1131 Stockton.

**Drugs**—Valencia Pharmacy, 1298 Valencia.

**Dry Goods**—James H. Dunham & Co. (Paul A. Lozzer), 552 Mission.

**Eggs**—American Dehydrated Egg Co., Ltd., 1095 Market.

**Electrical**—Rainbow Electric Co., 700 Larkin.

**Employment Agencies**—Butler Bureau, 40 Sansome to 541 Market; Golden Gate Hotels Employment Agency, 1203 1/2 Golden Gate Ave.

**Engineers**—McLaren & Co. (industrial), 405 Montgomery; John A. Wright (structural), 381 Bush.

**Fabrics**—Celanese Corp. of America (B. F. Jackson), 821 Market.

**Fixtures**—Ben Guglielmo (lighting), 156 Minna.

**Flooring**—Regal Floor Co., Ltd., 620 4th.

**Florists**—Lee Bros. (wholesale), 878 Howard; Schie Floral Co., 2671 Mission to 1681 Haight.

**Fruit and Produce**—California Gardens, Inc., 421 Davis; Nicolo Gandolfo, 314 4th; Modern Fruit Store, 814 Clement.

**Fur Goods**—Frank S. Panella, 375 Sutter to 49 Geary; E. A. Roberts & Co., 376 Sutter to 49 Geary.

**Golf Courses**—Allskil Pergola Golf Gardens, 2526 Great Highway; Bon Oni Golf Course, 16th and Howard; El Camino Golf & Country Club, 176 Sutter; Ellis Golf Gardens, 550 Ellis; Granada Golf Greens, 1028 Market; Market Street Golf Gardens, 1061 Market; Seymour's Indoor Golf Courses, 883 Market.

**Grocers**—Baldt's Grocery, 451 California; M. Di Tore, 470 Geary; F. M. Labesa, 1231 Powell to 107 Columbus; H. C. Ploeg, 1518 Mission; D. Toschi, 2301 Bryant to 2949 Folsom; Williams & Crowley, 206 1th.

**Haberdasher**—B. De Benedetti, 1169 Market.

**Haircutting**—Monsieur J. Ruiz, 166 Geary.

**Hairdressing**—Elsie Smith, 166 Geary.

**Hats**—City Hat Works, 6046 Geary.

**Hosiery**—Conrad Hosiery Co., 833 Market.

**Hotels**—Hotel Colonial Espanol, 801 Sansome to 102 Pacific; Hotel Verdun, 917 Kearny.

**Importer**—Hugo A. King, 712 Market.

**Insurance**—W. B. Gaffney, Jr., 315 Montgomery; Italian Insurance Agency, Inc., 521 to 323 Montgomery; Italian Investment Corp., 521 to 323 Montgomery.

**Investment Counsel**—Leland S. Ross, 235 Montgomery.

**Kindergartens**—Jean Verna Kindergarten, 2357 Chestnut.

**Ladies' Wear**—Hersh's Inc., 975 Market; Kay's, 100 Geary; Marie Co., 349 Geary.

**Laundries**—Gadhille French Laundry, 290 Eddy; Mme. J. Maresin French Laundry, 111 27th to 180 5th Ave.

Locksmiths—The Lockery, 2117 to 2001 Fillmore.

**Machines**—Gardner Co. (Edward Engelhardt), (accounting), 55 New Montgomery.

**Manufacturers' Agents**—Cordes Bros., 1 Drumm to 200 Davis; Robert F. Farbach, 821 Market; Paul T. Kennedy Sales Co., 768 Mission to 180 New Montgomery.

**Markets**—Egan's Meat Market, 400 Pacific; La Simival Market, 433 3d; Lyceum Fruit Market, 3358 Mission.

**Mattresses**—Loyal Mattress Co., 24 to 18 Clara.

**Millinery**—Jeanne, 837 Powell; Palomar Sport Hat Co., 532 Geary.

**Motion Picture Film Exchange**—Universal Film Exchanges Inc., 221 Golden Gate Ave. to 129 Hyde.

**Movers**—Alpine Express Co., 447 to 622 Haight; Art Express Co., 1730 Larkin to 1273 Pacific; Express Moving Co., 447 to 622 Haight; Pearson Bros. (furniture), 101 Clement to 571 Arguello.

**Nets**—John Heathcoat & Co., Inc., 750 Market.

**Optometrist**—Frederick H. Wood, 133 Geary.

**Paints**—Wright Paint & Art Shop, 315 Mason.

**Photographers**—Arctcraft Photo Studio & Home Portraits, 560 to 406 Sutter.

**Physicians**—Dr. Chas. N. Mooney, 1095 to 821 Market; Dr. Melvin R. Somers, 909 Hyde; Dr. James M. Sullivan, 3116 16th to 135 Stockton.

**Plumbers' Supplies**—Standard Sanitary Mfg. Co., 501 6th to 4th and Townsend.

**Plumbing**—Higgins & Kraus, 730 to 711 Tebana; A. Shaban, 471 6th Ave. to 521 7th Ave.

**Printing**—Asian Printing Co., 751 Clay; E. Edwin Crane, 545 Sansome; Paramount Press, 451 Washington.

**Produce**—G. J. Ferrari (wholesale), 614 Front; Joseph Produce Co., 75 Jackson.

**Publicity**—Tamblyn & Brown (John Dierdorff), 255 Montgomery.

**Pumps**—Kimball-Krogh Pump Co., 117 Beale to 515 Harrison.

**Real Estate**—C-Me Realty Co., 1111 Sutter; Cowen & Biggam, 1123 Taraval; Joseph B. Haunhill, 18 Ocean; Lurie Co., 115 to 323 Montgomery; Yates Gatis & Co., 11 Sutter.

**Restaurants**—Bob's Chili Inn, 153 Mason to 230 Gough; Eagle Restaurant, 1025 Fillmore to 2148 3d; Fritz & Fred, Pier 49; Hughes Lunch, 529 Howard; Iceland Cafe, Sutter and Pierce; Irving Tavern, 627 Irving; Vital Mariaux, 781 Howard, Montreuil, 5546 Geary; Sun Grill, 330 O'Farrell; Two Cooks' Kitchen (Nancy Bray, Florence Quast), 2126 Polk.

**Roofing**—Reliable Roofing Co., 3379 26th.

**Service Station**—Sweetman & Taber Service Station, Pacific and Taylor.

**Shoe Repairing**—Parkside Shoe Shop, 930 Taraval.

**Signals**—Presto Signal Co., Inc., 1229 Florida.

**Signs**—Arrow Sign Co., 411 Golden Gate Ave.; McAlife Sign Co., 152 Turf; Neon Sign Service Co., 290 7th to 306 7th.

**Steamship Operators**—Klaveness Line, 210 Sansome.

**Steel**—Granite City Steel Co., 111 Market.

**Stenographers**—Halloran & Gittings (public), 660 Market; E. M. Kenyon (public), 68 Post.

**Stores**—St. Gaur & Co., 235 Montgomery.

**Stoves**—Mission Stove Shop, 2177 Mission.

**Studios**—E. Harold Dana (recording), 1388 Post; Mabel Jones, 376 Sutter.

**Sugar**—Liquid Sugar Corp., 405 Montgomery.

**Tailors**—Foxhall Tailors & Cleaners (J. Romm), 2385 Jackson; Joe, The Tailor, 189 3d.

**Travel Bureau**—Pacific Cruises Ltd., 111 Sansome.

**Trunks**—Quality Trunk Co., 1111 to 1070 Market.

**Upholstering**—Al's Upholstering Co., 3415 22d.

**Ventilators**—Stormpruf Ventilator Co., 557 Market.

**Vulcanizing**—Buy's Vulcanizing Shop, 2810 Diamond to 4 Joost.

**Window Cleaning**—Atlas Window Service, 2236 Market to 2125 Mission.

**Woodworking**—Woodworking Shop, 2126 Folsom.

**Miscellaneous**—Alcazar Improvement Co., 350 Post; E. Bernstein, Hearst Bldg.; Best Co., 593 Market; Blanchfield's Childen Bolls, 3321 Geary; California Melon & Salvage Co., 375 11th; Dr. Frank Chan (see, 1547 Jackson to 291 Geary; China Siberian Trading Co., 451 Washington; Clean-Sweep Co., 1168 Bryant; Confucius Society, 820 Washington; Continent Credit Co., 111 Sutter to 333 Montgomery; Ernie's Repair Shop, 210 Leavenworth; Gray Co., Inc., 925 3d; Leonard G., Helle 214 Front; Italian Bond & Share Corp., 521 to 333 Montgomery; Italian National Building & Loan Assn., 524 to 333 Montgomery; Dr. R. Jadarola, 909 Hyde; D. J. M. Herbert Jones, 406 to 391 Sutter; Klein's Legal Service, 369 Pine; H. L. Lym Art Repair Studio, 760 Market; Marine News, 16 California; Dr. Carlos W. Martin, 106 to 391 Sutter; Marvel Mfg. Co., 1345 Buchanan; Merchandise Clearing House, 815 Mission; Meyenberg Laboratories Inc., 625 3d; Moo-Vee Star Service Co., 935 Market; National Exploited Co., 703 Market; New York Sun, 1 Montgomery; Novelxass Co., 1285 Pacific; San Kee Co., 839 Washington; Clarence Saunders Northern California Stores, 22 Montgomery; Simpson Art Co., 142 Sansome to 65 Commercial; Sterling Penny A-Day Policy (Henry D. Levitt), 4 Young Bldg.; Superior Porcelain Crow & Bridge Studios, 209 Post; Union Mercantile Co., 2721 Mission; Dr. A. A. Yadruten, 350 Post; Western Pectin Products Co., Ltd. (James H. Gillin), 405 Montgomery to 513 Valencia.

## ADDITIONAL LEADS FOR NEW BUSINESS

**Stoves**—Clark-Jewell Gas Stove Co., 27 Brannan; Dangler Stove Co., 274 Brannan; Direct Action Stove Co., 274 Brannan; Magic Chef Gas Stove Co., 274 Brannan; New Process Stove Co., 271 Brannan; Occidental Stove & Range Co., 2291 Folsom; Quick Meal Stove Co., 715 Indiana 1/2; 271 Brannan; Reliable Stove Co., 718 Mission to 274 Brannan.

**Syrup**—Bear State Syrup Co., 889 Pacific to 471 Green.

**Tailor**—Dick Cullen, 2653 Mission.

**Therapy**—R. Hoffman, 391 Sutter; Moristo System of Cosmetic Therapy, 15 Geary.

**Timber**—California-Washington Timber Co. (C. W. Kirby), 211 Front.

**Trucks**—Brookway Pacific Co. (Max I. Rosenfeld), (motor), 1690 Mission.

**Valves**—Iowa Valve Co., 501 Howard.

**Watchmaker**—Earl D. Garber, 210 Post.

**Miscellaneous**—Actionizer Industrial Ltd., 1309 Howard; Dr. K. H. Barbeck, 2 Post; S. V. Baumsteiger, 540 Front; N. J. Borch & Co., 391 to 395 Bush; Citizen Committee for Employment, 1010 Gough; Eleanor Beard Inc., 609 to 553 Sutter; Gibson Art Co., 717 Market; Jessie Street Repair Shop, 531 Jessie; Joe Lowe Corp., 625 3d; Mission Appliance Co., 2845 Mission; New Mission Nook, 2581 Mission; Repair Service Finance Co., Ltd., 206 Van Ness Ave.; Dr. Effie Simms, 29 Leavenworth; Springer & Shuman Ltd. Hearst Bldg.; Dr. Henry L. Sancel, 25 Geary; Triposal Co. of Calif. Ltd., 322 20th; Whitlock Metered Mail Co., Ltd., 5 New Montgomery; W. R. Coorlies Inc., 3285 Jackson to Pacific Ave. and Baker

Municipal propositions Nos. 10 and 11 will bring millions of dollars of government money to Alameda. They mean permanent rolls.  
Vote for the Government Island project and the Alameda Army Base!

## BALLOT RECOMMENDATIONS

### 1. VETERANS' WELFARE BOND ACT OF 1929.

Proposes a state bond issue of twenty million dollars to be used by the Veterans' Welfare Board in assisting California war veterans to acquire farms, not to exceed 100, or homes, not to exceed \$5000 in value.

Already about thirty million dollars has been used by the state for similar purposes. Homes or farms are purchased by the state and sold to the veterans on easy terms at 3 per cent interest rate plus a small administrative charge. The past bonds have been very economically handled and the measure is necessary to take care of new applications now on file for farms and homes running over ten thousand in number.

Recommendation: Vote "YES."

### 2. APPORTIONING STATE TAXES TO FIREMEN'S FUNDS.

Provides for the distribution among counties, municipalities, etc., of half of the state taxes derived from fire insurance companies. Such moneys will be given to all firemen's pension and insurance funds maintained by such counties or municipalities.

Any use of state revenue for this purpose means that the state revenues must be reduced from some other source by the loss entailed. Why should the state provide pension funds for firemen and not for policemen? These matters are better handled by the localities immediately concerned, and in the last analysis are a matter of local rather than state concern.

Recommendation: Vote "NO."

### 3. COMPENSATION OF STATE EXECUTIVE OFFICERS.

Provides that the salaries of the Secretary of State, Comptroller, Treasurer, Attorney General and Surveyor General shall hereafter be fixed by the Legislature.

The present constitutional provision that the salary of the Attorney General shall be \$6000 a year and of the other officers \$5000 a year would be eliminated. The salaries of these officers probably would be increased. It is better that the Legislature should have authority to fix them than that they should be fixed at present by the Constitution. These salaries were fixed in 1908 and have not since been increased. The salary of the Governor and Lieutenant Governor will remain fixed in the Constitution as at present at \$10,000 and \$4000 per annum respectively.

Recommendation: Vote "YES."

### 4. TAXATION ON STREET RAILWAYS.

The Constitution authorizes the taxation of railroads, including street railroads, at 4 per cent upon their gross receipts. These rates were to remain in force until changed by the Legislature by two-thirds vote. By the terms of the King Tax Bill of 1921, recently sustained by the Supreme Court, June 30, 1930, in People v. Southern Pacific Company, the rate on railroads was fixed at 7 per cent, and on street railroads, including interurban electric railways and gasoline propelled railways, at 5½ per cent. The amendment proposes a rate of 1¼ per cent subject to increase by the Legislature, later, if found necessary.

The rate proposed by the amendment is the same as now provided by the Constitution for motor transport companies with which street railroads and interurban electric railroads are in competition. Furthermore the final report of the California Tax Commission of March 5, 1929, suggested that the proper rate on street railroads and electric railroads was not the 5½ per cent fixed by the King Tax Bill, but the 4¼ per cent suggested by this amendment.

Recommendation: Vote "YES."

### 5. STATE EMPLOYEES' RETIREMENT SALARIES.

Empowers the Legislature to provide for pension or retirement salaries to state employees and prescribe the requirements and conditions of retirement to include minimum period of services, minimum attained age and minimum contribution of funds by employees, to be modified only in case of disability, such conditions once established to be thereafter changed only by two-thirds vote of the Legislature.

This amendment will not itself provide for a retirement or pension system. It merely enables the Legislature to do so in following certain outlines suggested in the amendment. Such pension systems as this amendment would authorize for state employees are now enforced in the larger cities like San Francisco, for example. That is good for the city will probably prove equally good for the state.

Recommendation: Vote "YES."

### 6. TAXATION OF TOLL BRIDGES ACQUIRED BY STATE.

Declares toll bridge property if acquired by the state or any governmental authority thereof will continue subject to taxation by county, municipality or political subdivision wherein same is located during life of original franchise, and that state shall continue to pay amounts due under franchise to county or city and county granting the same, but that when state ceases to collect tolls upon the property it shall be exempt from taxation and franchise payments.

This amendment would only materially affect two counties in the state at the present time. The only practical effect of the amendment is to postpone the interests of the people of the entire state in having free bridges so that for a limited period at best two counties in the state might continue to derive some tax revenue from toll bridges.

Recommendation: Vote "NO."

### 7. DAYLIGHT SAVING ACT. INITIATIVE.

Provides for statewide daylight saving between last Sunday in April and last Sunday in September of each year hereafter, commencing with 1931.

No Recommendation.

### 8. EXEMPTING HOSPITALS AND SANITARIUMS FROM TAXATION.

Exempts from taxation the property and income of any charitable or other hospital or sanitarium not organized or conducted for private profit, when such property and income are used exclusively for hospital or sanitarium purposes.

As a matter of principle, with ever mounting taxes the extension of property to the class exempt from taxation should not be encouraged.

Recommendation: Vote "NO."

### 9. LEGALIZING SAN FRANCISCO HARBOR IMPROVEMENT ACT.

Provides for ten million dollars of state bonds for construction work and improvements in San Francisco Harbor, to be redeemed out of principal and interest of Harbor revenues.

These bonds will not be a burden on the state and they will provide necessary improvements to the Harbor of San Francisco, which is the greatest single asset that the city of San Francisco possesses.

Recommendation: Vote "YES."

### 10. USURY LAW. INITIATIVE.

Makes certain changes in the usury law.

The changes proposed do not appear to have been carefully framed and there appears no practical reason to justify their approval. The usury law which was adopted on popular initiative ought to be repealed by an initiative measure and the whole question of usury left to be handled by the Legislature and modified from time to time as economic conditions might

justify. It would have been better to have provided for a repeal of this unwise law than for a mere tinkering with it.

Recommendation: Vote "NO."

### 11. FISH AND GAME. INITIATIVE.

Creates fish and game commission of five members to be appointed by Governor. Empowers commission, instead of Legislature, to establish fish and game districts, to determine what animals, birds and fish are within its jurisdiction, to regulate by ordinance, approved by the Governor, but unhampered by any provision of the Constitution, the taking, sale, possession of fish or game, to issue licenses therefor and fix the conditions thereof, to fix seasons and limits within the maximum prescribed by Legislature, to establish refuges, to conduct investigations of persons and corporations within its jurisdiction, to have the same power as courts to punish for contempt and to have such other powers as the Legislature may hereafter vest in them, and in investing them with further powers the Legislature is to be free to do so unlimited by any provision of the State Constitution.

This is a sweeping grant of power to the Fish and Game Commission unpre-

## Break the Breadlines! Build the Bridge!

Construction of the Golden Gate Bridge will give employment to more than four thousand men for the next five years. It is the most constructive, progressive project before San Francisco today. It is the biggest step toward the solution of our unemployment problem. Vote for it!

# SAN FRANCISCO BUSINESS

OCTOBER 29, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

edented in American constitutional history. Every safeguard of the Constitution must stand back and not interfere with any of these proposed powers for the Fish and Game Commission. Such an amendment is inconsistent with the essential fundamentals of constitutional government and with their corresponding safeguards of human liberty and private property.

Recommendation: Vote "NO."

## No. 12. LEGISLATIVE HELP. LIMITATION UPON EXPENSE THEREFOR.

Increases the amount which the Legislature may expend for officers and attaches from \$300 for each house to \$100 for one house and \$150 for the other house, making an increase of \$250 a day for both. Also provides that in addition the pay of the Secretary of the Senate and the Chief Clerk of the Assembly may be determined by resolution of the Senate and Assembly respectively. The officers and attaches of each house would be fixed by resolution of the house concerned. The salaries of these officers and attaches could be increased by the Legislature during the term for which they were appointed.

We cannot look with sympathy on these proposed increases in state expenses. The amount involved with reference to the total state expenses may be relatively small, but the sum total of relatively small extravagances here and there make for increased taxes.

Recommendation: Vote "NO."

## No. 13. AUTHORIZING INDEMNITY TO OWNERS FOR LIVE STOCK DESTROYED TO PREVENT SPREAD OF DISEASE.

Authorizes the Legislature to provide by general law for the indemnification from public funds of owners of live stock taken, slaughtered or otherwise disposed of to prevent the spread of contagious or infectious disease, provided the amount paid in any case for each animal shall not exceed the amount of value thereof.

Such a use of public funds is not permitted under the present provisions of the state Constitution. The Federal Government has a fund out of which it can pay half the cost of animals so slaughtered for the purpose of stopping the spread of disease provided the state will match the Federal contribution. This amendment will permit the state to meet any future conditions which may arise such as confronted the state a few years ago with the threatened spread of the hoof and mouth disease.

Recommendation: Vote "YES."

## No. 14. REGISTRATION OF VOTERS. INITIATIVE.

Provides that commencing with registration on January 1, 1932, the same shall be permanent except that registration shall be cancelled in case of removals, death, insanity, conviction of felony or judgment of cancellation.

At the commencement of each subsequent odd numbered year the registration of any person not voting at last August primary or November general election will be cancelled and notice thereof mailed to the person whose registration has been so cancelled, and such person must then register again before voting. Anyone moving upon giving proper notice may have his registration transferred from one precinct to another. It is feared that such a permanent register would open the door to voting frauds.

Recommendation: Vote "NO."

## No. 15. HUNTINGTON LIBRARY AND ART GALLERY.

Confirms trusts and estates created for Huntington Library and Art Gallery. Authorizes this institution or its trustees to receive for its benefit any real or personal property upon same trusts. Provides that all property as of July 1, 1929, held in trust for these purposes and the increment thereof and all personal property received in exchange therefor shall be exempt from taxation, except that the Legislature, however, may modify, suspend and revive at will the exemption from taxation herein given.

The property of this institution is quasi public in character and is of great benefit to the people of the state.

Recommendation: Vote "YES."

## No. 16. CORPORATIONS.

Empowers Legislature by general laws to provide for formation, organization and regulation of corporations prescribed their powers, rights and liabilities and those of their officers, stockholders and members. Eliminates those provisions of the Constitution providing for stockholders liability, those standing in the way of the use of par and no par value stock and those which now otherwise prevent the Legislature from revising the state corporation laws to keep pace with modern economic conditions.

The amendment was drafted by the State Bar of California and unanimously passed by both houses of the Legislature. It is to the interest of the state to assist

modern corporate methods, rather than handicapping them as in the past. We have long outgrown the economic fallacies of fifty years ago.

Recommendation: Vote "YES"

## No. 17. TAXATION OF OCEAN MARINE INSURANCE.

Provides that ocean marine insurers shall pay annual state tax in that proportion of its underwriting profit from business in the United States which its gross premiums from its business in California bear to its gross premiums of business in the United States, this tax to be in lieu of other taxes and the rate of tax to be fixed by a two-third vote of the Legislature. The tax in other words will be on net profits rather than as at present on the gross premiums. This represents part a national movement supported by the United States Department of Commerce reduce taxes on domestic ocean marine insurance companies to enable them successfully to compete with foreign companies. New York, Pennsylvania, New Jersey, Rhode Island, Oregon and Washington now have laws such as will be authorized this amendment. Marine insurance companies of California transacting business in such states cannot secure the benefit of their laws until California passes similar laws.

Recommendation: Vote "YES"

## No. 18. CHANGING MOTOR VEHICLE TAXATION.

Requires the Legislature to provide for tax on motor vehicles in lieu of personal property taxes thereon and to prescribe basis and method of fixing amount there and a collection thereof by the state department registering such vehicles. At least 95 per cent of the funds so derived is to be paid each year to the respective counties from which such vehicles were registered, each county share to be distributed between the county and the political subdivisions thereof as may be prescribed by law. This tax shall not affect the motor vehicle registration fees. In short it substitutes a scheme of state instead of local taxes of motor vehicles with 95 per cent of the fund returned to the locality concerned.

The system of local taxation has resulted in something over 30 per cent taxable motor vehicles escaping taxation. This amendment will make it impossible for any motor vehicle to escape its just share of taxes. One year's tax loss on San Francisco alone on motor cars escaping taxation was over \$360,000.

Recommendation: Vote "YES"

## No. 19. JUDICIARY QUALIFICATIONS.

Prohibits the justices or judges of a court of record from the practice of law in or out of court. This is probably right in principle. At present they are not denied the right to practice law in court. At the present time, however, justices and judges of courts of record are ineligible to any other office or public employment than a judiciary office or employment during the term for which they have been elected or appointed. The amendment would make a change in this present rule by permitting judges of the superior municipal courts to be eligible for election or appointment to any other public office provided that the acceptance of such other office should constitute a resignation from the judicial office.

It is not believed wise to encourage judges of superior or municipal courts to become active candidates for political offices other than judicial while serving in judicial capacity.

Recommendation: Vote "NO."

## No. 20. GOVERNOR'S COUNSEL.

Empowers the Legislature to include in any department or executive branch of state government any office, board or commission established by Constitution and appointed by the Governor and to provide representation therefor in Governor's Council through the director of the department.

Recommendation: Vote "YES."

## No. 21. REIMBURSING COUNTIES FOR LOSS FROM STATE TAXATION.

Authorizes the Legislature to provide reimbursement to any county or city or county for losses sustained by withdrawal from local taxation of property taxed for state purposes, provided the total amount in any biennial reimbursement shall result in reducing the state surplus funds below ten million dollars.

If the state is collecting more taxes than it needs for state purposes the rate of tax should be reduced. If it is not collecting more than it needs no portion of money collected for state purposes should be allocated for local purposes. If the present separation of the sources of state and local taxation has proved wrong in principle it should be abolished entirely. If it is not wrong in principle its integrity should be maintained. The amendment proposed would open the door to log rolling in the Legislature and the counties which would profit would be those having the greatest amount of political influence.

Recommendation: Vote "NO."

## No. 22. MUNICIPAL CHARTER AMENDMENTS.

Simplifies procedure for charter amendments by eliminating present provision which limits time within which charter amendments may be submitted. Also eliminates the provision that initiative petitions can only be filed at least 60 days before general election next preceding the following legislative session.

Any amendment which substitutes simplicity for complexity in a constitutional provision such as this does is worthy of approval.

Recommendation: Vote "YES."

*A Vote for*  
*Number* **35**  
*Is a Vote for Pay Rolls!*

Unification of San Francisco's municipal and privately owned railways cannot be accomplished at this time. Immediate improvement of present service can and will be accomplished by the success of this measure. It insures jobs for many workers NOW.

Vote "YES" on Number 35.

**23. CONSTITUTIONAL CONVENTION.**

Provides for a constitutional convention election to be called on a date fixed by the Governor within ten months from the coming general election. Requires the Governor so selected at that election to meet within three months after their election frame a new state Constitution.

The question presented by this proposition is whether we want a new Constitution or not. A commission is to report to the Legislature of 1931 upon the same. It would seem wiser to wait the report of that commission before committing ourselves definitely to the necessity for a new Constitution. If any new Constitution proposed were, every two years, to be subjected to the same long string of amendments that we are now having every two years to our present Constitution it would not appear as though the new Constitution would last very long.

Recommendation: Vote "NO."

**24. ABSENCE OF JUDICIAL OFFICERS FROM STATE.**

Any judicial officer who absents himself from the state for more than 60 consecutive days is deemed to have forfeited his office under the terms of the Constitution. Amendment provides without changing this rule that the Governor may in his discretion and on such terms as he may fix extend said period of lawful absence.

Recommendation: Vote "YES."

**25. SUFFRAGE.**

Provides for 40 days' residence in the precinct instead of 30 days as a qualification to vote. Person removing from one precinct within this period shall for the purpose of the election be deemed an elector of the former precinct and may vote there. Authorizes Legislature to provide by general law for casting of votes by registered voters who expect to be absent from their respective precincts or unable to vote therein by reason of physical disability on election day. The Constitution at present authorizes certain absent voters to cast their ballots by mail. A class selected for this privilege by the Legislature is not very intelligently selected and the amendment would put the matter in the hands of the Legislature to regulate by general law.

The casting of votes by mail or in advance of the election or otherwise other than on the day of election at a polling place is not to be encouraged. It opens the door to fraudulent voting. For that reason the extension of the class of absentees is not approved.

Recommendation: Vote "NO."

**26. SUNDAY CLOSING LAW.**

Prohibits keeping open for business any store, barber shop, work shop, factory, or any other place of business or the performing of any labor on Sunday, with certain exceptions.

The measure has been proposed in the interest of the barbers who are attempting to secure for themselves a Sunday closing law. The measure, however, goes very far reaching in its effect and embraces so many classes of work and labor that, if adopted, it will prove a serious handicap to legitimate industry, and may drive some industries from the state. Violation of the act is a misdemeanor, punishable by fine of not less than \$25 and not more than \$250 or by imprisonment of not exceeding 180 days or both such fine and imprisonment. The act is an initiative measure, is loosely drawn, will lead to a group of frenzied efforts to effect this penal statute, with many questions as to the proper construction of the act to be determined by our courts. This is an act that cannot be amended by the Legislature, but can be amended only by vote of the people on an initiative measure opposing its amendment. California needs no such law as this and will be crippled by it.

Recommendation: Vote "NO."

**27. ELECTION OF SCHOOL BOARD.**

School directors are now appointed by Mayor subject to the veto of the people at municipal election. The amendment provides for the election of school directors in 1931 and thereafter. Directors now get \$15.00 per meeting and \$10.00 per committee meeting, the total in any year for the whole board not to exceed \$5000. The amendment provides for a board of seven members at a salary of \$100 per month or total yearly expense for the whole board of \$8,400 per year.

An elected school board such as is proposed by this amendment means the selection at the polls of school directors from among a group of self-nominated, self-seeking candidates who may or may not have any qualifications for the office which they seek. The people in electing school directors, self-nominated in this way, as a part of a long ballot have few opportunities of passing intelligently on the qualifications of the candidate. The present method of selecting school directors, who are self-appointed by the Mayor and must then be approved by the people at an election, gives some assurance that the men nominated will have proper qualifications for the office to which they aspire, and if for any reason such a nomination is disapproved by the people of San Francisco they have the right to reject it at the polls. Under the present system of selecting school directors. The management of a school department calls for business judgment, a knowledge of educational methods, and a familiarity with the progress of education seldom possessed by those whose only qualification for the office they seek is their own political ambition. Under the present system of selecting the school board the schools of San Francisco have shown a marked improvement that there seems to be no good reason for returning to a system of selecting school directors that the people of San Francisco discarded ten years ago.

Recommendation: Vote "NO."

**No. 28. CIVIL SERVICE.**

This amendment blankets into civil service without a civil service examination many deputies now exempt from the civil service provisions of the charter, provided they have had one year of service to their credit. It prohibits future emergency appointment of those not on civil service list for more than four months with appropriate restrictions against the evasion of this prohibition. It prohibits elective and appointive officers and all civil service employees from levying, collecting, receiving or paying any money or its equivalent or attempting to control or influence the action of any fellow employee or subordinate for the purpose of favoring or hindering the candidacy of any person for an elective or appointive public office. It blankets into civil service all employees of public utilities heretofore or hereafter acquired by the city who held positions in its operating service for not less than one year prior to such acquisitions provided such positions are not exempt from the civil service provisions of the charter.

Recommendation: Vote "YES."

**No. 29. CIVIL SERVICE.**

Accomplishes only what is described in the last sentence of the foregoing analysis of No. 28.

Recommendation: Vote "YES."

**No. 30. PUBLIC ADMINISTRATOR AND ATTORNEY ON SALARIES.**

Under the state law the fees of public administrators and their attorneys are fixed in proportion to the value of the estate probated. The amendment requires the public administrator and his attorney to collect such fees from estates and to pay over all such fees into the city treasury. In lieu of those fees the city would pay them each a salary of \$8000 per year.

This amendment would not relieve the estates administered by the public administrator from any fees or the administrator or his attorney as now fixed by law. It will not, and as a charter amendment it could not, accomplish such a result. While the public administrator is nominally a county officer and as such is elected by the people, he renders no services to the county, but the services which he renders to estates are in every way similar to those rendered by private administrators and executors. He is paid by the estates which he administers in the same way and at the same rate that private administrators and executors are paid by the estates which they administer. San Francisco pays its public administrator nothing, nor does it pay his attorney anything. If the public administrator and his attorney are to give to the estates which they administer the same careful and efficient attention which private administrators and executors and their attorneys give to the estates which they administer, the former should receive the same compensation as the latter. They should not be penalized merely because the public administrator happens to be an elected officer. To the extent that the city of San Francisco might profit out of estates administered by public administrators as a result of this proposed amendment, the city of San Francisco would be

receiving revenues which it had not earned for any service rendered. There seems no justification for this amendment.

Recommendation: Vote "NO."

**No. 31. APPOINTMENT OF DETECTIVE SERGEANTS.**

The Chief of Police may now detail men in the Police Department as detective sergeants and relieve them from such detail at his pleasure. The annual salary of a detective sergeant is \$2760, that of a police sergeant \$2640. The amendment proposes to create the detective sergeants into an inspection bureau, blanket in all existing sergeants in that bureau permanently, subject to removal therefrom only after charges filed and tried before the Police Commissioners.

The purpose of the amendment is to prevent any wholesale change in the Detective Bureau on the turn of the political wheel, which it is feared would prove disruptive to the Police Department. The amendment has the approval of the Police Commissioners, the Chief of Police, and the Captain of Detectives.

Recommendation: Vote "YES."

**No. 32. NO PROPOSITION BEARING THIS NUMBER.**

**No. 33. ELECTIVE PUBLIC UTILITIES COMMISSION.**

This amendment provides for a commission to have jurisdiction over the management of public utilities owned and operated by the city somewhat similar to that proposed two years ago. The first commission to be selected is to be appointed by the Mayor, thereafter the commissioners are to be elected.

The amendment two years ago provided for an appointed public utilities commission. This amendment provides for an elected public utilities commission. The real value of a public utilities commission is that such a commission, properly constituted, would remove the operation and management of the city owned public utilities from politics. If the public utilities commission as proposed by this amendment is to be an elected commission it will be a political commission. If the fate of the city owned public utilities is to be determined by elected officials it may as well be left in the hands of the elected Board of Supervisors as placed in the hands of another elected group.

Recommendation: Vote "NO."

*Vote*  
**NO** *On* **27**  
*Number*

.....

Under the present system of selecting our School Board the schools of San Francisco have shown such marked improvement that there is no reason for returning to a system that the people of San Francisco discarded ten years ago. Keep the school directors appointive.

TO THE MEMBERSHIP OF THE SAN FRANCISCO CHAMBER OF COMMERCE  
WE URGE YOU TO

# Vote "YES" on Proposition Number 9

## SAN FRANCISCO HARBOR IMPROVEMENT ACT

San Francisco Harbor consists of \$75,000,000 worth of docks owned by the people of the State of California. These docks are self-supporting; they have never cost the citizens of California a penny. During the past fifteen years, vessel loadings and cargo tonnage handled over these docks have doubled, making present equipment inadequate. San Francisco Harbor Improvement Act, Proposition No. 9 on the November 4 ballot, is designed to provide \$10,000,000 for building modern docking facilities.

The proposed Harbor Bonds are unique. They will cost the people of the state nothing. Interest and redemption for the bonds must be paid from the earnings of the docks which they will build.

There is no opposition to Proposition No. 9. The State Legislature passed it unanimously, and it now remains for the voters of the State of California to approve on November 4. The people of Southern California are working as earnestly for the bonds as we are. Indifference alone can cause the failure of the proposition. We respectfully urge each and every member to do his part. This measure, vital to the prosperity of the entire state, must not be left to chance. Vote "Yes" on Proposition No. 9.

Very truly yours,

SAN FRANCISCO CHAMBER OF COMMERCE

LELAND W. CUTLER, President.

### No. 34. LEASING SUB-SURFACE OF PUBLIC PARKS.

Allows the leasing of sub-surface of public parks by the Park Commissioners for a term not to exceed 50 years for public automobile parking stations, any construction and operation so authorized not to be detrimental in any material degree to the original park purpose.

Recommendation: Vote "YES."

### No. 35. STREET RAILWAY FRANCHISES.

Authorizes 25 years operating permits to existing street car lines, subject to right of city to buy them at any time for a fair value which is not to include any going concern value or other intangible element of value. The roads would be obligated in operating under these permits to respect all franchise obligations now or heretofore applicable to such lines.

This amendment will not prohibit the city from acquiring the privately owned street car lines of San Francisco whenever they desire to do so. Until such time as the city elects to take over the privately owned roads it will permit those roads to operate, but in no event for more than 25 years, but upon such terms of security as will enable them to finance necessary improvements, betterments and extensions. The matter of street railway transportation is a matter of concern to the entire city of San Francisco and adequate street railway transportation is essential to the city's growth and development. It is very doubtful if the people of San Francisco will care to bond themselves for the purchase of these lines in the immediate future. In the meantime unless the private lines are put in a position where they can maintain transportation facilities to suit the needs of the traveling public the whole street car transportation facilities of San Francisco will suffer, not only to the detriment of the traveling public but to the detriment of the growth and development of the city.

Recommendation: Vote "YES."

### No. 36. FIVE-CENT FARE ORDINANCE.

Fixes 5 cents as the permanent fare to be charged on all municipal street railroads.

There is no necessity for this ordinance. The Board of Supervisors can maintain the 5-cent fare on the municipal lines as long as they wish. While the Supervisors have that responsibility they will exercise some care about operating the municipal lines economically and efficiently. This ordinance is a mere effort to pass to the people of San Francisco the responsibility for maintaining the 5-cent fare on the municipal lines. If this ordinance is adopted the maintenance of the 5-cent fare on the municipal lines will no longer be the responsibility of the Board of Supervisors and they will no longer have an incentive to insist on efficient and economical operation of those municipal lines. The responsibility for maintaining a five-cent fare should rest on the Supervisors where the charter placed it. We should like to see the 5-cent fare maintained on the municipal lines as long as may be possible, even to the extent of subsidizing those lines to a reasonable extent out of taxes. Such a subsidy out of taxes, however, should not be carried to an unreasonable extent, and to insure against this possibility the responsibility for maintaining the 5-cent fare on the municipal lines should be retained squarely on the shoulders of the Board of Supervisors.

Recommendation: Vote "NO."

### No. 37. GOLDEN GATE BRIDGE BONDS.

Submits for approval the proposed bond issue of the Golden Gate Bridge at Highway District of \$35,000,000 to construct a bridge across the Golden Gate.

The reasons for supporting this bond issue have been elaborately given in the report of the Bridge and Highway Committee of the San Francisco Chamber of Commerce. It is believed that the proposed bridge can be built within the amount of the bond issue proposed. It is believed that the bridge, when constructed, will be self-supporting. It is believed that the bridge will provide a necessary artery connecting the peninsula of San Francisco with the Marin County shore and will have the effect of adding to the wealth of both counties so connected. This bridge is necessary to provide for vehicular traffic that without such a bridge would shortly go to the east bay counties to the detriment of San Francisco.

Recommendation: Vote "YES."

### No. 38. BONDS, CONSTRUCTION NEW COUNTY JAIL.

Submits for approval the proposed bond issue of the city of \$850,000 to construct a new county jail.

Such a new county jail is an absolute necessity. The amount proposed to be spent for that purpose is reasonable and is a very proper municipal expenditure.

Recommendation: Vote "YES."

### No. 39. INCINERATOR BONDS.

Submits for approval the proposed bond issue of the city of \$1,200,000 to construct an incinerator to burn garbage.

The city needs an incinerator to burn garbage. It does not seem probable that such an incinerator, under prevailing circumstances, could be provided by private capital. The ultimate disposition of garbage, because of its direct relation to the health of the community, is a matter in which the municipality may properly concern itself. The amount proposed for the purpose seems reasonable. Before actually building such an incinerator the city authorities should assure themselves that the incinerator constructed would not prove to be such a failure as those now in existence. We feel confident, however, that the city authorities charged with responsibility in the matter will so assure themselves before commencing actual construction.

Recommendation: Vote "YES."

### No. 40. MILLS FIELD AIRPORT BONDS.

Submits for approval the proposed bond issue of the city of \$4,000,000 to be used in connection with the development of Mills Field Airport.

San Francisco must have a municipal airport. Mills Field appears to be the most suitable site for the development of such an airport for San Francisco. The bond moneys will be used to acquire the necessary lands and make the necessary improvements to provide an adequate landing field for the use of San Francisco. The present field is neither owned by the city nor adequately developed.

California is the most air-minded state in the Union. San Francisco, in parading its manifest destiny, cannot afford to fail to provide itself with an adequate landing field for the use of aircraft and she must not be outstripped in such facilities by competitive communities.

Recommendation: Vote "YES."

# NEW PAY ROLL ERA HERE

## Survey Shows Improvement in Business Trend

DATA assembled as the result of a Chamber of Commerce survey of September business conditions in San Francisco indicates that the value of construction measured by building permits increased 78 per cent over August. Commercial construction increased 550 per cent, and miscellaneous construction 1550 per cent.

Carload movements during September advanced 6 per cent. Shipping as measured by registered tonnage increased one per cent. Bank clearings were up 3 per cent over August. General power sales increased one per cent.

Retail trade advanced 10 per cent measured by reports from five department stores. In the wholesale field, September goods sales were 1.4 per cent higher than August. Sales of electrical goods increased 6.1 per cent, groceries 8.2 per cent and hardware 6.5 per cent.

Industry and employment in San Francisco showed improvement for September. The textile group there was an advance of 8.4 per cent. The food, beverage and tobacco group showed an advance of 0.6 per cent. The clothing, millinery and haberdashery group increased 3.5 per cent. The printing and paper goods group showed an improvement of 0.4 per cent. The rubber, glass and pottery group increased 5 per cent and the wood manufacturers 6 per cent.

The survey of the business conditions during the first nine months of 1930 compared to the first nine months of 1929 revealed an increase of 21 per cent in the number of new businesses established in San Francisco. There were also 57 more new industries established, an increase of 50 per cent. The general power consumed was 3 per cent greater and the industrial gas 29.5 per cent greater. Real estate sales showed an increase of 15.5 per cent.

The factors mentioned above were the more favorable ones of the 58 surveyed. However, they also represent the backbone of the business structure.

There is available in the Research Department a full account of September business conditions in San Francisco compared to August, also to September, 1929, together with an account of the business conditions during the first nine months of 1930 compared to the first nine months of 1929. The survey further shows the relation of wholesale trade in San Francisco to the Twelfth Federal Reserve District and the relation of industry and employment conditions in San Francisco to the state of California.

## Postmaster Sees a Big Christmas

This is going to be a big Christmas, Harry L. Todd says so. Already he sees the signs. As postmaster he speaks with more or less authority.

"Last year," he says, "the Chamber of Commerce helped us by urging its members to do their mailing early. It certainly was a relief, and we want the same co-operation this year. In fact we're going to need it, for this is going to be a bigger Christmas than last year. Maybe it's a little early to be mailing now, but it isn't any too early to begin thinking about it. For it sure is going to be a big Christmas." Mr. Todd's message is now made a matter of record, and will be repeated in these columns from time to time.

## Industrial Developm't

Reported by the Industrial Department EXPANSIONS

Poultry Producers of Central California, now located at 700 Front Street have started work on the foundation for a new \$150,000 warehouse and office building designed to house their headquarters activity here. The new three-story reinforced concrete structure being erected near Broadway and Battery streets will contain 60,000 square feet of floor space in which will be stored poultry and eggs from northern and central California ranches. A 15 per cent increase in number of employees totaling 125 people has been necessary because of increasing demands for the concern's poultry products.

Royal Show Case Company, 759 McAllister Street, are completing a two-story and basement Class C concrete building to provide display, sales space and additional office space for their increasing business. The new structure, which is directly opposite their mill and factory building, will contain 20,640 square feet of floor space and is valued at approximately \$50,000. According to Manager L. Hoffman, the firm soon expects to double the number of their employees engaged in making show cases, building store fronts and fixtures, as well as contracting work to 100 people.

## Great Construction Projects Forecast Bay Area Prosperity

By LELAND W. CUTLER  
President, San Francisco Chamber of Commerce

SAN FRANCISCO faces a new period of achievement. We are confronted today with greater possibilities of industrial and commercial development than ever before, and our duty now lies in the immediate construction of all of the great projects that were authorized by the voters last Tuesday.

The Golden Gate Bridge is now a certainty. The last doubt has been swept aside, and it is in line with the spirit of real San Franciscans that even those who have been doubtful of its merits will join the ranks of the greater number who have decided it shall be built.

Ten million dollars' worth of improvements for our harbor, and the employment of hundreds of workers. For this we can thank our friends in the south who came so loyally to our assistance.

Twelve million dollars in government expenditures on the Marin Bombing Base, the Alameda Army Air Base and the Government Island Repair Base. Civilian pay rolls aggregating a million dollars a year. These are the fruits of transbay unity that was inspired and fostered by our own committee during nearly two years of tireless work.

Immediate improvement of our street railway system, through the success of No. 35, and the coincident employment of many men.

A new Ingleside jail that will remove at once a fire menace that has concerned us for many years.

These, and many others, are the projects for which the Chamber of Commerce asked its members to cast their votes, and for whose success we can now admit a pardonable pride.

San Francisco faces the greatest era of construction in the last twenty years. It will be an era of pay rolls and, we hope, of prosperity.

San Francisco  
Public Center  
Public Library

# SAN FRANCISCO BUSINESS

NOVEMBER 5, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

## Transcontinental

# Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommodations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

**11651—Dried Fruit, L.C.L. eastbound:** Request for less carload rate of \$2.00 per 100 lbs. on dried fruit from California to eastern destinations under Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11660—Stove trays, steel enameled, in mixed carloads with heating or cooking apparatus, westbound:** Request for inclusion in Item 3225-series, Tariffs 1-1 (I. C. C. No. 1237, H. G. Toll, agent), and 1-E (I. C. C. No. 1239, H. G. Toll, agent) of stove trays, steel enameled (Subject to Item 859).

**11671—Sugar, CL, eastbound—California to Ivanhoe, Minn., and other points on the same branch of the C. & N. W. Ry.:** Request for carload rate of 90c per 100 lbs., minimum weight 60,000 lbs., on sugar from California to Ivanhoe, Minn., and points on the same branch of the C. & N. W. Ry. under Item 5200 of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11672—Sugar, CL, eastbound to South Hibbing, Hibbing and Virginia, Minn.:** Request for carload rate of 96¢ c per 100 lbs., min. wt. 60,000 lbs., on sugar from California to South Hibbing, Hibbing and Virginia, Minn., under Item 5200 of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11673—Sugar, CL, eastbound—California to Ortonville and Montevideo, Minn.:** Request for amendment of Item 5200. Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), by reducing the rates to Ortonville, Minn. (Group 77) and Montevideo, Minn. (Group 5), to the following basis: Ortonville, 91c per 100 lbs. Montevideo, 92c per 100 lbs.

**11674—Malted milk, in glass packed in barrels or boxes, L.C.L. westbound:** Request for amendment of Item 2370-C of Tariffs 1-1 (I. C. C. No. 1237, H. G. Toll, agent), and 1-E (I. C. C. No. 1239, H. G. Toll, agent), to also apply on malted milk, in glass packed in barrels or boxes, less carloads.

**11677—Academy board and artists' canvas board, L.C.L. westbound:** Request for establishment in Tariffs 1-1 (I. C. C. No. 1237, H. G. Toll, agent), and 1-E (I. C. C. No. 1239, H. G. Toll, agent), of third or second class rates as less than carload commodity rates on academy board and artists' canvas board from eastern origin points to the Pacific Coast.

**11681—Fresh prunes, in baskets, CL, eastbound:** Proposal to amend Tariff 2-Z (I. C. C. No. 1247, H. G. Toll, agent), to provide for the following carload rates (in cents per 100 lbs.) on fresh prunes, in baskets, minimum weight 26,000 lbs.,

from stations on Southern Pacific in Oregon to:

Groups: A-B-C-Cl-D-E-F-G-H-I-N J  
187½ 176

These rates to apply via either Portland, Ore., or Klamath Falls, Ore., and Alturas, Calif.

**11682—Iron or steel fencing, wire fencing; fencing, wire and iron or steel combined; poultry netting; fence gates, iron or steel and wire combined; iron or steel wire and sheet iron or steel, mixed carloads, westbound:** Request for mixed carload rate of 95 cents per 100 lbs., minimum weight 60,000 lbs., from Group "E" to Rate Basis 2 and 3 on articles as described in Items 3587 and 3665 of Tariff 1-1 (I. C. C. No. 1237, H. G. Toll, agent).

**11683—Sheet roofing fasteners in mixed carloads with iron or steel bins, shelving, cabinets, lockers, etc., westbound:** Request for inclusion of sheet roofing fasteners in Sections 2 and 3 of Item 3465-D, Tariff 1-H (I. C. C. No. 1237, H. G. Toll, agent).

**11684—Tale, CL, eastbound:** Proposal to amend Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent) as follows:

(a) Publish rate 65c per 100 lbs. to Group "D" and west and 75c per 100 lbs. to east of Group "D" on tale as now described in Item 1599.

(b) Cancel proportional rates on tale from Los Angeles, Item 5210.

(c) Transit privileges to be permitted under proposed rates, Item 1599, as may be published by individual carriers.

**11685—Hay, CL, eastbound—From North Coast to the Atlantic Seaboard:** Request for carload rate of \$1.00 per 100 lbs. on hay, compressed, in bales, minimum weight 50,000 lbs., from the North Coast to the Atlantic Seaboard under new item proposed for publication in Tariff 2-Z (I. C. C. No. 1247, H. G. Toll, agent), by Rate Advice 7077 Dkt. 115051. Bates to other eastern groups graded.

**11686—Bicycles, CL, westbound:** Proposal to amend Item 1060, Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 1-E (I. C. C. No. 1239, H. G. Toll, agent), as follows:

(a) Cancel entry reading: "Bicycles (complete or stripped, with or without stripped parts), in crates (See Item 1720)." or

(b) Amend the above entry by making it subject to Item 858.

**11687—Burlap bags, second-hand (used), CL, eastbound:** Request for establishment of carload rate of 65c per 100 lbs. in lieu of 85c rate in Item 1141 of Tariff 2-Z (I. C. C. No. 1247, H. G. Toll, agent).

**11688—Furniture, viz.: Bamboo, fibre, rattan, reed, seagrass or wooden, not nested, set-up, in boxes or crates, imported, L.C.L. eastbound—to Miami, Fla.:** Proposal to establish less carload rate of 88.52 per 100 lbs. on furniture, viz.: Bamboo, fibre, rattan, reed, seagrass or wooden, not nested, set-up, in boxes or crates, from Pacific ports to Miami, Fla., under Tariff 30-F (I. C. C. No. 1245, H. G. Toll, agent).

**11689—Closets or toilets, sanitary (chemical), L.C.L. westbound:** Request for less

carload rate of not to exceed \$1.00 per 100 lbs. on closets or toilets, sanitary (chemical) from Group "M" to the Pacific Coast under Item 2137 (naming carload rates) of Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 1-E (I. C. C. No. 1239, H. G. Toll, agent).

**11690—Roofing material, CL, westbound:** Proposal to amend Tariff 1-1 (I. C. C. No. 1246, H. G. Toll, agent), by establishing therein carload rate of \$1.05 per 100 lbs. on roofing material (as described in Item 1775 (Sec. 2) of the tariff) from Group "M" to Arizona Rate Basis 2 points.

**11691—Lumber and other forest products from Chutes, Ore., to New Mexico stations on A. T. & S. F. Ry., CL, eastbound:** Proposal to establish carload rate of 67½c per 100 lbs. on lumber and articles taking the same rates from Chutes, Ore., a Rate Basis 1 point located on Portland Electric Power Company (Pacific Northwest Public Service Co.), and intermediate points on the Oregon-Washington Railroad and Navigation Co. via Denver, Colo., to Fierro, Santa Rita and Silver City, N. M., and intermediate points on the A. T. & S. F. Ry. under Tariff 18-K (I. C. C. No. 1222, H. G. Toll, agent).

**11692—Soapstone blocks, rough quarried, sawed on four sides or less, CL, westbound:** Proposal to establish carload rate of 81c per 100 lbs., minimum weight 60,000 lbs., on soapstone blocks, rough quarried, sawed on four sides or less, from Lynchburg and Rockfish, Va. (Group "A") to the Pacific Coast under Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 1-E (I. C. C. No. 1239, H. G. Toll, agent).

**11693—Sulphur, CL, westbound—restriction in routing from Freeport, Bryan Mound, Sulphur Docks and Hoskins, Texas, to the North Coast:** Proposal amend Item 1265 of Tariff 1-E (I. C. C. No. 1239, H. G. Toll, agent), by adding thereto an "Exception" reading as follows:

"Bates from Freeport, Bryan Mound, Sulphur Docks and Hoskins, Tex., will apply only as follows:

"Via H. & B. V. Ry., Anchor, Tex., I.-G. N. R. B., Houston, Tex., B. S. L. & W. Ry., N. O. T. & M. Ry., and Kinder, La., Mo. Pac. R. B. or H. & B. V. Ry., Angleton, Tex., St. L. B. & M. Ry., Houston, Tex., B. S. L. & W. Ry., N. O. T. & M. Ry., and Kinder, La., Mo. Pac. R. B. and connections."  
"Via H. & B. V. Ry., Anchor, Tex., I.-G. N. R. B., Longview Junction, Tex., T. & P. Ry. and Texarkana, Ark.-Tex., Mo. Pac. R. B. or H. & B. V. Ry., Angleton, Tex., St. L. B. & M. Ry., Houston, Tex., I.-G. N. R. B., Longview Junction, Tex., T. & P. Ry., and Texarkana, Ark.-Tex., Mo. Pac. R. B. and connections."

**11694—Wrought iron pipe fittings, straight carloads, and in mixed carloads with wrought iron or steel pipe, westbound:** Request for carload rate of \$1.00 per 100 lbs., minimum weight 16,000 lbs. on wrought iron pipe fittings (Item 3660-series) in straight carloads or in mixed carloads with wrought iron or steel pipe (12 inches or over inside diameter) (Item 3450-series) from Group "D" to the Pacific Coast under Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 1-E (I. C. C. No. 1239, H. G. Toll, agent).

**11695—Rubber goods, including pneumatic rubber tires, tubes, solid rubber tires, belting and hose, also battery boxes, CL, westbound:** Request for amendment of Items 1800, 3223, 1810, 5275 and 5280 of Tariff 1-1 (I. C. C. No. 1246, H. G. Toll, agent), to provide for reduced carload rates from Group "J" to California on basis of 77% of the rates at present applicable from Group "D".

# Very Latest Leads for NEW BUSINESS!

Listed below are the names of new firms and changes of address of old firms engaged in the business under which they are classified. Domestic Trade Department.

**Accountant**—Norman MacEachen, 5 California.

**Adjusters**—C. R. Collyup (appraiser and Insur. 58 Sutter to 995 Monterey; Salvage Adjustment Corp., 201 Sansome to 4 California.

**Advertising**—Bay Cities Advertising System, Hearst Bldg.

**Artists**—Vance Blackman (commercial), 220 Montgomery; Smith, Daniels, Thian (commercial), 55 New Montgomery.

**Attorneys**—Hadsell, Sweet & Inalls, 43 California to 405 Montgomery; Lewis N. Mitchell, 433 California to 405 Montgomery; Nelson & Nelson, 433 California to 405 Montgomery; Cleveland R. Wright, 133 California to 405 Montgomery.

**Auctioneers**—Garnie Auction Co. (Fre. H. Garnie), 738 Larkin.

**Auto Accessories**—Geo. R. Keith, 66 Turk to 509 Polk.

**Auto Repairing**—Seventh Av Auto Repair, 1311 7th Ave.; Dutrak Brake & Wheel Aligning Service, 5 Van Ness So.

**Automobiles**—Kelley Kar Co., 1595 to 92 Van Ness Ave.

**Barber Shops**—Mac's Barber Shop, 144 Fillmore; Martin & Green, 3314 17th; T. Otawa, 1608 Geary.

**Beauty Shops**—Hammer's Beauty Parlor, 1211 Taraval; Louise La Verne Beauty Shop, 1985 Mission; Odette Beauty Parlors, 2121 Fillmore to 240 Stockton.

**Bottlers' Supplies**—Western Bottlers Supply Co. (Frances Schaefer), 1859 to 1868 Larkin.

**Braids & Trimming**—A. B. Fiedler & Sons Inc., 833 Market.

**Broker**—M. M. Vidie (insurance), 44 Hayes.

**Builders**—Lindgren Swinerton Inc Mills Tower, job, Bush nr. Montgomery.

**Butchers**—C. Swanston & Son (wholesale), Rhode Island and Division to Berneice and 12th.

**Candy**—J. J. McNameara, 2857 24th to 2021 24th; Henry W. Wilkins, 3789½ Mission.

[continued on page 4]

## WOOL DISPLAY TO EDUCATE PUBLIC

A refrigerator display depicting the wholesale cuts of choice grade lamb and a display of the utilization of wool for clothing will be featured at the annual convention of the California Wool Growers Assn., at the Palace Hotel on November 12 and 13.

The wool utilization display has been arranged by the Wool Standardization section of the U. S. Department of Agriculture at a cost of \$10,000 and depicts the various processes of manufacture from fleece to finished product.

The manufacturing processes as well as the advantages of wool for sports wear and other garments will be explained by two government representatives in attendance.

W. E. Schneider, U. S. Marketing Specialist, urges that wool dealers, department and retail store buyers and executives visit the display, which is open to the public.

Problems pertinent to the production of better sheep for meat and wool purposes will be discussed by the sheepmen in their two-day session.

# Foreign and Domestic TRADE TIPS

## FOREIGN TRADE TIPS

**1695—Squid.**  
 In Newfoundland. Packers and shippers are interested in exporting their squid to San Francisco.

**1696—Furniture, Glassware.**  
 In Juan, P. R. Party inquires for names of local manufacturers of medium-priced and cheap furniture, also inexpensive table glassware for hotels.

**1697—Canned Fish.**  
 In San Francisco. French canneries are interested in offering mackerel and other canned fish for export to San Francisco.

**1698—Colored Tiles and Pottery.**  
 In San Francisco. Party desires list of importers of colored tiles and pottery from Spain.

**1699—Chocolate, Confectionery.**  
 In San Francisco. Party is desirous of obtaining the names of firms or individuals interested in importing chocolate, confectionery or biscuits from Brussels, Belgium.

**1700—Fresh, Dried and Canned Fruits.**  
 In Geneva, Switzerland. Party desires to meet exporters of fresh apples, also dried and canned fruits.

**1701—Chemical and Pharmaceutical Products.**  
 In San Francisco. Milan, Italy, manufacturer desires to get in touch with reliable exporters interested in chemical and pharmaceutical products.

**1702—Agency.**  
 In Copenhagen, Denmark. Party is desirous of securing agency of San Francisco exporters of dried fruits.

**1703—Reptile Skins and Kapok.**  
 In San Francisco. A firm in the Netherlands East Indies wishes to get in touch with a reliable American importer of these products, especially in San Francisco and Los Angeles.

**1704—Cocoa Powder, Unsweetened Block Chocolate or Cocoa Paste and Sweetened Chocolate.**  
 In Haag, Holland. Dutch manufacturer, specializing in making the above mentioned products is interested in getting in touch with local importers.

**1705—Seeds.**  
 In Vienna, Austria. Exporters of forest tree seeds, fruit seeds, etc., seek a local market.

**1706—Dried and Canned Fruits.**  
 In Vienna, Austria. Firm inquires for list of packers and exporters of dried and canned fruits.

**1707—Peat Moss.**  
 In Leipzig, Germany. Firm is desirous of making trade connections with view toward exporting peat moss from Germany to this country.

**1708—Japanese Pottery.**  
 In Tokyo, Japan. Exporters of Japanese pottery are desirous of contacting local porters.

**1709—Chinese Products.**  
 In Shanghai, China. Exporters of Chinese products wish to get in touch with firms interested in importing from China.

**1710—Flour and Wheat.**  
 In Shanghai, China. Wholesale and retail merchants are in position to import flour and wheat from the United States and request a complete range of samples of these commodities together with market prices.

**1711—Dresses and Embroidered Lingerie.**  
 In Shanghai, China. Firm is anxious to enter our market for the sale of their dresses and embroidered lingerie.

**1712—Chinese Novelties.**  
 In Indianapolis, Ind. Firm is interested in getting in touch with importers of Chinese

# Transcontinental Freight Bureau Docket

[continued from page 2]

**11696—Lumber and other forest products from the North Coast to stations on the Chicago, Rock Island and Pacific Railway in Eastern Colorado and Western Kansas, CL, eastbound:** Proposal to

amend Tariff 18-R (I. C. C. No. 1222, H. G. Toll, agent), to provide for the following carload rates (in cents per 100 lbs.) from the North Coast to Chicago, Rock Island & Pacific Railway stations as shown:

Index	To Stations	Present		Proposed	
		From Rate Basis	Groups A D	Groups A D	Commodity
3301	Resolis, Colo.	1	7 1/2	6 1/2	67 56
3302	Matheson, Colo.	2-3-4-5	6 1/2	5 1/2	59 48
3303	Shinla, Colo.	1	7 1/2	6 1/2	67 56
		2-3-4-5	6 1/2	5 1/2	59 48
3304	Ramah, Colo.	1	7 1/2	6 1/2	67 56
		2-3-4-5	6 1/2	5 1/2	59 48
3305	Calhan, Colo.	1	7 1/2	6 1/2	67 56
		2-3-4-5	6 1/2	5 1/2	59 48
3306	Tip Top, Colo.	1	7 1/2	6 1/2	67 56
		2-3-4-5	6 1/2	5 1/2	59 48
3307	Peyton, Colo.				
3308	Falcon, Colo.	1	7 1/2	6 1/2	67 56
3309	Elsmere, Colo.	2-3-4-5	6 1/2	5 1/2	59 48
3311	Genoa, Colo.	1	7 1/2	6 1/2	67 56
		2-3-4-5	6 1/2	5 1/2	59 48
3312	Bovina, Colo.	1	7 1/2	6 1/2	67 56
		2-3-4-5	6 1/2	5 1/2	59 48
3313	Arriba, Colo.	1	7 1/2	6 1/2	67 56
		2-3	6 1/2	5 1/2	60 49
		4	6 1/2	5 1/2	60 49
		5	6 1/2	5 1/2	60 49
3314	Flagler, Colo.	1	7 1/2	6 1/2	67 56
		2-3	7 1/2	6 1/2	61 50
		4	6 1/2	5 1/2	61 50
		5	6 1/2	5 1/2	61 50
3315	Seibert, Colo.	1	7 1/2	6 1/2	70 59
		2-3	7 1/2	6 1/2	62 51
		4	6 1/2	5 1/2	62 51
		5	6 1/2	5 1/2	62 51
3316	Vona, Colo.	1	7 1/2	6 1/2	71 60
		2-3	7 1/2	6 1/2	63 52
		4	6 1/2	5 1/2	63 52
		5	6 1/2	5 1/2	63 52
3317	Stratton, Colo.	1	7 1/2	6 1/2	72 61
		2-3	7 1/2	6 1/2	64 53
		4	6 1/2	5 1/2	64 53
		5	6 1/2	5 1/2	64 53
3318	Bethune, Colo.	1	7 1/2	6 1/2	73 62
		2-3	7 1/2	6 1/2	65 54
		4	6 1/2	5 1/2	65 54
		5	6 1/2	5 1/2	65 54
3319	Burlington, Colo.	1	7 1/2	6 1/2	74 63
		2-3	7 1/2	6 1/2	66 55
		4	6 1/2	5 1/2	66 55
		5	6 1/2	5 1/2	66 55
3320	Kanorado, Kan.	1	7 1/2	6 1/2	67 56
		2-3	7 1/2	6 1/2	67 56
		4	6 1/2	5 1/2	67 56
		5	6 1/2	5 1/2	67 56
3321	Rulston, Kan.	1	7 1/2	6 1/2	68 57
		2-3	7 1/2	6 1/2	68 57
		4	6 1/2	5 1/2	68 57
		5	6 1/2	5 1/2	68 57
3322	Goodland, Kan.	1	7 1/2	6 1/2	69 58
		2-3	7 1/2	6 1/2	69 58
		4	6 1/2	5 1/2	69 58
		5	6 1/2	5 1/2	69 58

brass novelties, candlesticks, ash trays, soapstone bookends, antique Chinese embroidered mats, etc.

**20634—Horse Hides.**  
 In Osaka, Japan. General importers and exporters are desirous of contacting San Francisco firms in the horse hide business.

**20635—Peppermint Oil and Pyrethrum Flowers.**  
 In Hakodate, Japan. Party inquires for list of importers of Japanese peppermint oil and pyrethrum flowers used for manufacturing insect powder.

**20636—Tapioca.**  
 In San Francisco. A firm in the Dutch East

Indies are desirous of establishing trade connections in San Francisco with view toward exporting tapioca products to this country.

**20637—Advertising.**  
 In San Francisco. Representative of Salvador newspapers, wishes to make connections with San Francisco firms desiring to enlarge their markets or create new ones there through advertising.

**20638—Coffee.**  
 In San Salvador. Party, having established an office for commissions and brokerage, would like to get in touch with firms interested in the coffee trade.

**11697—Wooden breakfast room tables and buffets, CL, westbound:** Request for amendment of Item 2800 of Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 1-5 (I. C. C. No. 1229, H. G. Toll, agent), as follows:

(a) Eliminate the words "actual value not exceeding \$10.00 each" from entry covering wooden breakfast room tables, actual value not exceeding \$10.00 each.

(b) Include buffets, K. D. or set up.

**11698—Transit practices of rail lines in connection with commodities moving under T. C. F. R. Tariffs:** Investigation of transit practices of lines in New England Freight Association, Trunk Line Association, Southern Freight Association, Central Freight Association and Western Trunk Line territories, and what influence same way have on traffic of the Transcontinental Freight Bureau.

**11699—Commercial grape brandy, CL, eastbound:** Request for carload rate of \$2.00 per 100 lbs., minimum weight 32,000 lbs., from California to Group "A," Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), on brandy, grape, commercial (not white brandy), certified for manufacturing and industrial purposes, not for medicinal or drug purposes, in barrels.

**11700—Bentonite clay, CL, westbound—Cheyenne, Wyo., to El Portal, Calif. (Y. V. R. R.):** Request for representation of Yosemite Valley R. R. as a participating carrier in Tariff 1-1 (I. C. C. No. 1246, H. G. Toll, agent), limited to application of rate of 48c per 100 lbs. on bentonite clay, minimum weight 80,000 lbs., from Cheyenne, Wyo., to El Portal, Calif. (see Item 7907, which applies to Rate Bases 2 and 3).

**11701—Battery boxes, covers or vents and battery plugs, CL, eastbound:** Request for inclusion in Item 1200-A, Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), of battery boxes, covers or vents, asphalt composition, impregnated fibre or rubber, or wooden; battery plugs.

**11702—Cut decorative evergreens, N. O. S., CL, eastbound—storage-in-transit at stations in Oregon:** Request for amendment of Note 4, Item 1767 of Tariff 2-Z (I. C. C. No. 1247, H. G. Toll, agent), to permit storage at stations in Oregon.

**11703—Celluloid combs, imparted, LCL, eastbound—to Eastern Canada:** Proposal to amend Item 530 of Tariff 30-T (I. C. C. No. 1245, H. G. Toll, agent), to provide for less than carload rate of \$3.00 per 100 lbs. on celluloid combs, in packages, from Pacific Coast ports to Rate Bases 11 and 12.

**11704—Grading or road making implements and agricultural implements, mixed carloads, eastbound:** Request for amendment of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), to provide for mixed carload shipments of grading or road making implements (Item 218-B) and agricultural implements (Item 1025) at rates shown in these items subject to minimum weight of 40,000 lbs.

**11705—Ground garnet rock, in sacks, CL, eastbound:** Request for carload rate of \$1.00 per 100 lbs. on ground garnet rock, in sacks, minimum weight 80,000 lbs., from California to Group "11" and west

[continued on page 4]

**20639—Sales Connection.**  
 In San Francisco. Sales manager with personal experience in all Pacific Coast states of the United States and Australia, as well as New Zealand and Hawaiian Islands, solicits sales connection.

**20640—Clothing.**  
 In New York. Exporters of army surplus clothing would like to get in touch with jobbers and wholesalers of same in this city; are also exporters of job lots clothing, and would like to contact manufacturers of same in this city.

**20641—Old Rubber Tires.**  
 In Canton, India. Firm requests list of exporters of old rubber tires to China.

# The Very Latest LEADS for NEW BUSINESS

[continued from page 2]

**Chemicals**—A. F. Andrews, 210 Beale.  
**Church Goods**—A. N. Zachariah, 2765 Mission.  
**Cigars**—C. Marquez, 1019 Pacific; H. E. Sawyer, 751 Diamond.  
**Cleaners**—C. A. B. Cleaners & Dyers, 1406 California to 1431 Glen; Indo Persian Cleaners, 2236 Lombard.  
**Cloaks and Suits**—I. Bernstein, 1523 Fillmore.  
**Corsets**—Fashionette Health Corset Co., 1095 Market.  
**Delivery**—Motorcycle Delivery Co., 81 9th.  
**Dentist**—Dr. C. E. Post, 240 to 350 Post.  
**Dresses**—Glory Dress Co., 130 Sutter.  
**Dry Goods**—Fair Dry Goods Store, 2078 Union; C. Gordon, 427 Mission.  
**Engineers**—Madden & Keller Radio Service, 123 2d to 631 Larkin.  
**Express**—Auto Express Co., 531 to 900 Bush.  
**Florists**—Santa Cruz Florist, 1573 Valjejo.  
**Fur Goods**—Northern Siberian Fur Co., 875 Geary.  
**Gasoline**—Ethyl Gasoline Corp. (H. A. Heintz), 55 New Montgomery to 275 Bush.  
**Golf Courses**—Caliente Golf Course, 9th and Market.  
**Grocers**—Bromberg's Sanitary Grocery & Delicatessen, 1101 McAllister; P. Giannakopoulos, 1200 17th; Frank Marchuk, 529 Buchanan; Mrs. J. Murray, 1493 Valencia.  
**Haberdasher**—Harry C. Cohen, 61 Taylor.  
**Hat Renovating**—Oxford Tailors, Cleaners & Hatters, 3291 Scott.  
**Heaters**—Watrola Corp., Ltd. (gas water), 557 Market.  
**Hosiery**—Merrill Hosiery Co. (G. J. Chatterton), 49 4th to 833 Market.  
**Hotels**—Madrone Hotel, 977 Pine; Nagoya Hotel, 1739 Post.  
**Importers**—Novik Bros., 268 Market.  
**Ink & Rollers**—California Ink Co., Inc., 126 Battery to 545 Sansome.  
**Insurance**—E. J. Carroll Co. (general), 433 California; Herbert Norton Co., Ltd., 114 Sansome; Guido Lofei, 315 Columbus to 1106 Montgomery; Lloyds Casualty Co. of New York, claims dept., 114 Sansome; W. S. Mays & Co., Ltd. (A. T. Conlin), 369 Pine; Les Russell, 235 to 315 Montgomery.  
**Investments**—Protected Investment Co., 405 Montgomery to 485 California; Warranty Investment Co., 423 California to 405 Montgomery.  
**Iron**—Braun Steeple Co., Ltd. (ornamental), 1088 Howard to 636 Polvero.  
**Jewelry**—A. Brodsky, 51 Taylor; E. Bavani, 760 Market.  
**Lamps**—Sato Lamp & Shade Co., 1843 Fillmore.  
**Letter Shop**—Culver Letter Service, 821 Market.  
**Library**—Iris Black Shop (reclustering), 1377 9th Ave.  
**Lintopings**—Harold K. Blue, 355 Clay.  
**Lithographing**—Union Lithograph Co., Inc., 741 to 735 Harrison.  
**Loans**—San Francisco Building & Loan Assn. (Harold H. Post), main office, 55 Montgomery.  
**Loose Leaf Equipment**—Helmi Co., 760 Market to 7 Front.  
**Lumber**—Clark County Lumber Co. (G. R. Bleecker), 21 California; L. D. Macdonald, 165 California to 1930 Van Ness Ave.  
**Machinery**—G. F. Williamson (mining), 465 California to 1930 Van Ness Ave.  
**Marble**—John M. Fabbris, 55 New Montgomery to 275 Bush.  
**Markets**—Lenci Ausano Meat Market, 1711 Greenwich; Colin's Poultry Market, 1101 McAllister; B. Jermann's Sons, 1538 Bush.

**Millinery**—Ley Millinery, 1550 Polk.  
**Optician**—Henry M. Thompson, 507 Sutter.  
**Opticians**—Accurate Optical Co., Ltd., 350 Post.  
**Painter**—Henry A. Fricke, 661 Fulton.  
**Pants, Overalls, Shirts**—Peter Cow (mfrs.), 3182 Mission.  
**Pet Shop**—Braun's Pet Shop, 5126 to 5827 Geary.  
**Photographer**—Seely Studio, 466 Geary.  
**Physio Therapists**—Russ Bldg. Physio-Therapy Service, 235 Montgomery.  
**Portraitists**—Lewis & Carroll, 240 Post.  
**Portraits**—H. Lancaster (pictorial), 1109 Market.  
**Printing**—Gordon Press, 561 Clay; Miller Typographic Service Inc., 16 Beale to 500 Sansome; Rotogravure Inc., 150 4th to 735 Harrison.  
**Publicity**—Hotel St. Francis Publicity Dept., Powell and Geary.  
**Publishers Representative**—W. W. Hancock, 681 Market.  
**Publishers**—Parent Teacher Bulletin, 760 Market to 149 Kearny.  
**Radio**—Hanson Radio Sales, 865 Post.  
**Real Estate**—A. W. Scott, de Young Bldg.  
**Restaurants**—Caliente Tavern, 9th and Market; Fung Lay Gog, 818 Washington; Lafayette Sandwich Shop, 15 51th; Lido Restaurant, 3253 Mission; Paul J. Martin, 553 Clay; Post St. Coffee Tavern, 619 Post.  
**Roofing**—Knight Roofing Co., 4740 Mission.  
**Rubber Goods**—Chimax Rubber Co., 833 Market; Davol Rubber Co. (W. J. Craft), 146 New Montgomery to 2460 Francisco.  
**Rug Cleaning**—G & G Carpet & Rug Cleaning Co., 10 13th.  
**Sand**—Olympia Sand Co., 235 Montgomery to 525 Market.  
**Securities**—C. W. Ellsworth, 576 Sacramento to 485 California.  
**Service Station**—P. M. Ford, Monterey and Genessee.  
**Sheet Metal**—Peter L. Perini, 2555 San Bruno to 500 Brussels.  
**Shoe Shining**—New Life Shoe Shining Parlor, 265 Taylor.  
**Shoes**—B & B Shoe Co. (infants), 823 Market; Emma Jettick Shoe Store, 961 Market.  
**Specialty Sales**—Jack Gildewell, 2280 Howard.  
**Steel**—Worth Steel Co. (W. S. Hanford), 417 Market.  
**Stenographer**—Adele C. Richardson, 26 O'Farrell.  
**Store Fronts**—Charles T. Williams Co., 529 Jessie.  
**Surgical Supplies**—American Surgical Sales Co., Ltd., 429 Sutter.  
**Survivor**—Capt. A. C. Wilvers (marine), 241 to 430 California.  
**Tailors**—C. Fazio, 3226 Balboa; S. Gordon, 1207 Sutter; Y. Urabe, 1731 Ocean.  
**Taxi Service**—Star Cab Co., 299 O'Farrell.  
**Typewriters**—Pacific Typewriters Service Co., 7 Front.  
**Underwear**—Cooper's Ltd., 548 to 526 Mission.  
**Watchmaker**—Roland A. Clark, 433 Geary.  
**Window Cleaning**—Advance Window Cleaning Co., 531 to 900 Bush.  
**Woodcarving**—Sam Berger, 3366 Sacramento to 390 9th.  
**Miscellaneous**—Art Center, 730 Montgomery; J. Edmund Davies & Co., 639 to 1814 Howard; First National Old Colony Corp. of Boston, 235 Montgomery; Medical Supply Co., 235 Montgomery; Constant Merse, 240 Stockton to 57 Post; Mga Anak Ng Bukid Inc., 208 Market; Mooney's Department Store, 1310 9th Ave.; O K A In-

ternational Co., 1155 Mission; S. D. Pine, 423 California to 405 Montgomery; Proceed Co., 26 O'Farrell; Security Money Bag Co., 1 Montgomery; Warford Pacific Co., 900 O'Farrell; Westinghouse X-Ray Co., Inc., 679 Sutter.

## Transcontinental Freight Bureau Docket

[continued from page 3]

under Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).  
 11706—Insulating felt, CL, westbound, from New York piers: Request for carload rate of \$1.25 per 100 lbs. on insulating felt, minimum weight 20,000 lbs. from New York Piers (Group A-2) via steamer lines to Gulf ports, hence rail to California under Tariff 1-I (I. C. C. No. 1246, H. G. Toll, agent).  
 11707—Canned goods, pickles, preserves, CL, eastbound—From Santa Maria, Calif. (Pac Coast Ry.): Request for amendment of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), to provide that rates in Item 1390-A will also apply from Santa Maria, Calif. (Pacific Coast Ry.—Gauge 3 ft.).  
 11708—Hogs, CL, westbound—to National City, Calif.: Request for inclusion of National City, Calif., as a point of destination in Item 2045-C of Tariff 26-B (I. C. C. No. 1223, H. G. Toll, agent), at same rates and routes as shown to San Diego, Calif.  
 11709—Application of rates from and to Josephown, Pa., located on new "Ohio River Branch" of Pittsburgh & Lake Erie R. R.: Proposal to amend Tariffs 1-I (I. C. C. No. 1246, H. G. Toll, agent), 2-Z (I. C. C. No. 1247, H. G. Toll, agent), 3-B (I. C. C. No. 1248, H. G. Toll, agent), 1-E (I. C. C. No. 1249, H. G. Toll, agent), 17-K (I. C. C. No. 1240, H. G. Toll, agent), 27-M (I. C. C. No. 1232, H. G. Toll, agent), 29-T (I. C. C. No. 1236, H. G. Toll, agent), and 30-T (I. C. C. No. 1245, H. G. Toll, agent), and North Coast Directory 40-A (I. C. C. No. 1229, H. G. Toll, agent), to provide for application of the same rates from or to Josephown, Pa., as applicable from or to Monaca, Pa., viz.:  
 Tariff 1-I—Group "B" (p. 37).  
 Tariff 2-Z—Group "B" (p. 21).  
 Tariff 3-B—Group "B" (p. 110).  
 Tariff 1-E—Group "B" (p. 201).  
 Tariff 17-K—Rate Basis 12 (p. 123).  
 Tariff 27-M—Rate Basis 8550 (p. 108).  
 Tariff 29-T—Rate Basis 2 (p. 28).  
 Tariff 30-T—Rate Basis 2 (p. 40).  
 No. Coast Directory 40-A—Group "B" (p. 145).  
 11710—Broom corn brooms, CL, westbound: Proposal to increase the carload rate from Groups F, G and H in Item 1875 of Tariff 1-I (I. C. C. No. 1246, H. G. Toll, agent), from \$2.20 to \$2.50 per 100 lbs.  
 11711—Box shoos and egg crates, K. D., CL, eastbound—minimum weight: Request for amendment of Item 55 of Tariffs 18-K (I. C. C. No. 1222, H. G. Toll, agent), and 28-J (I. C. C. No. 1235, H. G. Toll, agent), to provide for minimum carload weight of 30,000 lbs. per 36-foot car on box shoos and egg crates, K. D. (Commodity Group "D" articles).  
 11712—Rubber and steel ships' fenders, LCL, eastbound: Request for less carload rate of not to exceed \$1.50 per 100 lbs. on rubber and steel ships' fenders from the North Coast to Group "A" under Tariff 2-Z (I. C. C. No. 1247, H. G. Toll, agent); rates to groups west thereof to be graded.  
 11713—Rough-quarried stone and stone sawed not more than four sides, CL, westbound: Request for carload rate of 50c per 100 lbs. on this stone, minimum weight 80,000 lbs., from Lauders and Whitesome, Tex. (Group "H") to the

Pacific Coast under Tariffs 1-I (I. C. No. 1246, H. G. Toll, agent), and 1, C. C. No. 1239, H. G. Toll, agent).  
 11714—Animal or poultry feed, CL, westbound Group "H" Stations in Mexico on A. & S. F. Ry. to the North Coast: Request for amendment of 1, 30-B, North Coast Territorial District 40-A (I. C. C. No. 1229, H. G. Toll, agent) to also include reference to Item 2610 Tariff 1-E (I. C. C. No. 1239, H. G. Toll, agent).  
 11715—Railway track rails in steel loads with structural iron or steel, westbound: Request for inclusion of railway track rails, mixed carloads, Item 3720 of Tariff 1-I (I. C. C. No. 1246, H. G. Toll, agent).  
 11716—Apples, prunes and other fruits, CL, eastbound—to Joplin & Carthage, Mo.: Request for amendment of Items 3795 and 3810, Tariff 1-I (I. C. C. No. 1247, H. G. Toll, agent), to provide for the same carload rates Joplin and Carthage, Mo. (Group "I" as now published in these Items Groups "F" and "G").  
 10929 (Reopened)—Fibre baskets, hampers, nested, packed in corrugated paper cartons, LCL and CL, westbound: Request for amendment of Item 56 series of Tariffs 1-H (I. C. C. No. 1239, H. G. Toll, agent), and 1-E (I. C. C. No. 1239, H. G. Toll, agent), to include fibre baskets or hampers, nested, packed in corrugated paper cartons. These fibre baskets or hampers are made of twisted paper fibre sometimes rolled flat, which is treated with a glue and then painted. The frame and standard portions are made of wood.  
 11206—Amended (Reopened)—Woolen clothes lines, LCL, westbound: Request for less carload rate of \$2.34 per 100 lb. on wire clothes lines from Group "A" Pacific Coast points under Item 5605 Tariffs 1-I (I. C. C. No. 1246, H. G. Toll, agent), and 1-E (I. C. C. No. 1239, H. G. Toll, agent).  
 11273 (Reopened)—Rubber tires, westbound—transit: Request for amendment of Items 5275 and 5280 Tariffs 1-I (I. C. C. No. 1246, H. G. Toll, agent), and 1-E (I. C. C. No. 1239, H. G. Toll, agent), to provide that carload shipments of rubber tires may be stopped in transit to partly unladen.  
 11546 (Amended)—Crude infusorial earth, CL, eastbound: Request for carload rate of \$10.00 per ton on crude infusorial earth from California and Oregon points to Groups "A" and "B" and Tariffs 3-B (I. C. C. No. 1238, H. G. Toll, agent), and 2-Z (I. C. C. No. 1247, H. G. Toll, agent), respectively.  
 11655 (Amended)—Second-hand wood tanks, K. D., and fixtures, CL, eastbound: Request for carload rate of 40c per 100 lbs., minimum weight 400 lbs., on second-hand wooden tank K. D., and fixtures, including gulf iron or steel bands or hoops and lug from gold hill, Nev. (Virginia & Truck Ry.) to Denver, Colo., under Tariff 3 (I. C. C. No. 1238, H. G. Toll, agent). The weight of the fixtures, gulf iron, steel bands or hoops and lugs not exceed 20% of the weight of the end carload.  
 NEWS NOTE  
 Through the establishment of branch offices of the San Francisco factoring office, the Reading Chain & Block Corporation of Reading, Pennsylvania are now represented in Los Angeles by H. H. Knowles, who established the Pacific office here, which is headquarters for the western states, will supervise the new office and warehouse located at 21 East 7th Street, Los Angeles, for which A. A. Grant has been appointed his assistant. The San Francisco headquarters at warehouse is located at 625 Third Street

## Washington Will SPEED WORK on Alameda Air Base

# PORT DISTRICT PLAN OUTLINED

### Quick Action On \$12,000,000 Project Foreseen

WHAT the War Department will not delay immediate construction of nearly twelve million dollars worth of Government projects presented by the Marin Meadows Bombing Base, Alameda Army Air Base and Government Island Repair Base and a sequent civilian payroll of almost a billion dollars a year, was assured in a telegram addressed to William F. Benedict, of the San Francisco Chamber of Commerce by F. Trubee Davison, assistant secretary of war in charge of aviation. Davison's wire follows:

The War Department is very pleased to note that the donation of property for any Air Base at Alameda has been approved by the electorate of that city. Many thanks for the excellent efforts in gaining this approval. The War Department will take every action possible to expedite construction end."

Passage of the Alameda Air Base and Government Island Repair Base propositions, which appeared on the Alameda city ballot last week, brought to successful close one of the most important and vigorous campaigns ever conducted in behalf of the various communities bordering the Bay. This campaign had its inception more than a year in the appointment of a special Army Base Committee by Mayor James Uph, Jr., of San Francisco with William Benedict, assistant manager and compiler of the San Francisco Chamber of Commerce, as chairman. Other members of the committee were representatives of the various communities bordering the Bay, and established a precedent in the utilization of transbay interest that eventually to a greater achievement than had been originally hoped for.

At the initial meeting of the committee, it was agreed that each community represented was at liberty to submit to the Government in Washington its own side of the proposed air base, but that once the Government had expressed a preference for one over the others, all of the communities would immediately forget their individual interests and pull together for the success of the one chosen.

In this stage of the proceedings the only project involved was the air base, which had been represented in the neighborhood of two million dollars. Later, however, it developed that the one project would carry with it other necessary adjuncts, which included the repair base and the bombing base. These, if secured for the San Francisco Bay Area would automatically divert from distant communities millions of dollars previously allocated to them.

### Another Word from Postmaster Todd

Only forty-two days until Christmas, and some of those packages that go places on sea things should be getting started.

Unless you want your Christmas gifts to turn into New Year greetings mail 'em early!

That's the word of Postmaster Todd. He started preaching "mail early" sermons a month in advance last year and they worked. Now he's at it again.

The Chamber of Commerce has promised to pass the idea along. Here it is.

Do your Christmas mailing early!

### TWO NEW COMMITTEES NAMED BY PRESIDENT

APPOINTMENT of the Industrial and Domestic Trade Committees, which will consider important functions of the San Francisco Chamber of Commerce during the coming year, have been announced by President Cutler.

John R. Cahill is named chairman of the Industrial Committee and L. O. Head, vice-chairman. Members of the committee are:

George Elliott, William Ross, T. P. Andrews, Carl G. Brown, Andrew J. Gallagher, Charles Elsey, Sherman Burke, E. O. Ryder, J. Scott Rider and Frank A. Somers.

The Advisory Committee of the Industrial Committee follows:

L. A. Weidenmuller, Warren H. McBryde, Harry J. Moore, John G. Levenson, Alfred E. Raus, F. F. Elliott, C. E. Baen, Sidney Lawrence, Morgan Walsh, J. L. Snyder, Henry T. Bostwick, W. J. Bevan, Clarence R. Lindner, Lewis E. Haas, Robert P. Holliday, E. A. Evans, L. M. Brown, Herbert Eloesser, E. S. Houdlette, Arnold E. Foster, Frank G. White, W. L. Pattiani, W. B. Maxwell, Raymond W. Cortelyou, Daniel Murphy, W. H. George, R. E. Fisher, S. F. Norwood, P. J. Shaw, H. A. Hinshaw, John Cuddy, Charles S. Young, W. N. Burkhardt, J. Emmet Hayden, P. L. Lotz, H. N. Carroll, Charles M. Gunn, C. E. Healy, Horace Guittard, Merritt A. Cutten, A. J. Watson, B. A. Gayman, C. C. Cole, R. J. Gruenberg, Joseph S. Thompson, William H. Harrelson, M. C. Gibson, James E. Power, Louis L. Lurie, F. T. Letchfield.

## Chamber Committee Presents New Method Of Harbor Control

A NEW system of harbor control which will entail the forming of a port district that will have the power of voting its own bonds for improvements, and place San Francisco's waterfront upon a parity with other parts of the Pacific Coast, is advocated by the San Francisco Chamber of Commerce in an announcement by its Maritime and Harbor Committee, after months of investigation.

In a statement by Louis C. Stewart, Chairman of the Chamber's Committee, the plan is set forth as the most practical method of co-ordinating the management, control and operation of the waterfront of San Francisco, and is endorsed by such organizations as the Pacific American Steamship Association and the Ship Owners' Association of the Pacific Coast.

The Chamber's plan suggests that the proposed port district shall be organized as coincident with the City and County of San Francisco. The management of the affairs of the district would be vested in a board of trustees to be appointed by the Governor, to function like a board of directors in a private corporation with the actual executive administration of the affairs of the port district to be vested in a harbor master appointed by that board. The board of trustees would hold title to all property of the district as trustees for the district.

All future bonds issued for the improvement of the port district would be payable out of harbor revenues just as the State bonds are at present, but behind those bonds would be the credit of the district and before such bonds could be issued they would have to be approved by the voters in the district.

The Chamber is preparing the draft of an act to provide for such a district to be submitted for the consideration of the legislature convening next January. The act of course will contain adequate provision safe-guarding all outstanding or authorized bond issues.

The bill as prepared will provide for representation on the board of such statewide interests as agriculture interested in port development, but will provide for majority representation thereon from the residents in the port district.

San Francisco, Calif.  
Public Library  
Civic Center

# SAN FRANCISCO BUSINESS

NOVEMBER 12, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone DA venport 5000. 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.

## Transcontinental Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

**11717—Bicarbonate of soda in mixed carloads with phosphate of lime and sodium alum.** westbound; Request for amendment of Item 2825 of Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 4-E (I. C. C. No. 1239, H. G. Toll, agent), by eliminating the words "subject to Item 858" from the entry covering "sodium (soda), bicarbonate of (saleratus), in bags, subject to Item 858 (see Item 5025), 43 3/4% mixture limitation.

**11718—Contractors' rigs.** CL, westbound; Request for inclusion in Item 3906-series of Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 4-E (I. C. C. No. 1239, H. G. Toll, agent), of contractors' rigs, each rig consisting mainly of: 1 steel mandrel, 1 steam boiler and engine, 1 turntable, 1 bedroll, 1 set of structural steel leaders, 1 steam hammer, 1 swing engine, 1 gas engine, 1 concrete mixer, 1 steam pump, 1 steam syphon, a few run timbers which are used to block the machinery on the cars and also used on the job to skid the heavy machines into various positions.

**11719—Coin operated weighing scales.** L.C.L. westbound; Request for inclusion of coin operated weighing scales in Item 690 of Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 4-E (I. C. C. No. 1239, H. G. Toll, agent).

**11720—Cereals or cereal products, viz.: wheat, bran, flour (grain), alfalfa molasses meal, mill feed.** CL, eastbound—from Pilot Rock, Ore.; Request for addition of Pilot Rock, Ore., as an origin point in Item 3753 of Tariff 2-Z (I. C. C. No. 1247, H. G. Toll, agent).

**11721—Bottles and jars.** CL, westbound—from Sapulpa, Okla.; Request for 25% reduction in the rates on bottles and jars, carloads, from Sapulpa, Okla., to the Pacific Coast, Item 2930 (Section 2) of Tariff 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and Item 2930-B of Tariff 4-E (I. C. C. No. 1239, H. G. Toll, agent).

**11722—Slabs (reinforced concrete), building or roofing, without glass insertions.** CL, westbound; Proposal to establish through carload rate from Group "C," Item 690 of Tariff 4-E (I. C. C. No. 1239, H. G. Toll, agent).

**11723—Sectional flooring, iron bolts, lag screws.** CL, eastbound. Request for inclusion of sectional flooring, iron bolts or lag screws in Item 2295 of Tariff 2-Z (I. C. C. No. 1247, H. G. Toll, agent). The weight of the iron bolts or lag screws loaded in car not to exceed 200 lbs. at same rates.

**11724—Dairy products, including eggs.** CL, westbound and eastbound—minimum charge for storage-in-transit:

Proposal to amend Tariffs 1-1 (I. C. C. No. 1247, H. G. Toll, agent), 2-Z (I. C. C. No. 1247, H. G. Toll, agent), 3-B (I. C. C. No. 1238, H. G. Toll, agent), and 4-E (I. C. C. No. 1239, H. G. Toll, agent), to provide for minimum charge of 6c per 100 lbs. for storage-in-transit of dairy products, including eggs.

**11725—Lumber and other forest products from Spokane, Wash., to stations on the Long Island Railroad.** CL, eastbound; Request for amendment of Tariff 17-K (I. C. C. No. 1240, H. G. Toll, agent), to provide for application of Rate Basis 1 rates to stations on the Long Island Railroad on traffic from Spokane District.

**11726—Fresh or frozen fish.** CL, westbound—storage-in-transit; Request for amendment of Item 2573, Tariff 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and Item 2576-B, Tariff 4-E (I. C. C. No. 1239, H. G. Toll, agent), to permit storage-in-transit privileges as published in tariffs of individual lines.

**11727—Denatured alcohol.** CL, eastbound—California to stations in Minnesota, North and South Dakota:

(a) Request of shipper for publication of eastbound rates on alcohol as per Item 5508 of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), via Missouri River gateways to all destinations covered by Groups 1 to 11, inclusive.  
(b) Carrier's proposal to amend Item 5508 of Tariff 3-B to provide for the following carload rates (in cents per 100 lbs.):

	To (see p. 630)	Group Rate	Rte.
First block,	8	105	A-E
Min. wt. 40,000 lbs.	9-10	105	A-E
Second block,	8	85	A-E
Min. wt. 70,000 lbs.	9-10	85	A-E
Third block,	8	85	A-E
in tank cars	9-10	85	A-E

Application of rates in Proposal (b) to be restricted to points of origin (central California and north) from which rates apply to other groups via North Coast gateways.

**11728—Lumber and other forest products, including doors, set-up sash, and shingles.** CL, eastbound—California to Rapid City, South Dakota; Request for amendment of page 27, Supplement 18 to Tariff 27-M (I. C. C. No. 1252, H. G. Toll, agent), to provide for rates on doors and set-up sash commodity Group "27" based 1 cent per 100 pounds, higher than commodity Group "27" rates from California to Rate Basis 7001 (Rapid City, South Dakota).

This page is to be further amended by establishing through carload rates on shingles commodity Group "A7", also "Trans-Shipments" rates on commodity Groups "A7," "D7" and "E7" articles to Rate Basis 7001.

**11729—Compound petroleum lubricating oil.** CL, eastbound; Request for carload rate of about 95c per 100 lbs., minimum weight 40,000 lbs., on compound petroleum lubricating oil, in metal cans, boxed, or in drums, from California to eastern destinations under Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11730—Sweet anise (finocchio).** CL, eastbound; Request for inclusion of sweet

anise (finocchio) in Item 3500 (Section 1) of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11731—Clothing cabinet hardware, wall case hardware, show case hardware and shelving hardware.** L.C.L. and CL, westbound; Request for amendment of Tariff 4-E (I. C. C. No. 1239, H. G. Toll, agent), to provide for less carload rate of \$9.48 per 100 lbs. and carload rate of \$2.13 per 100 lbs., minimum weight 20,000 lbs., and \$1.78 per 100 lbs., minimum weight 30,000 lbs., from Group "C" to the North Pacific Coast on:

Clothing cabinet hardware, i. e. Carriage, uprights, spiders, wings, frames, track, garment bars, ester rollers, shields, door stops, angle irons, door guides and hat rods, iron or steel, bronzed or nickelled, in boxes or crates.

Wall case hardware, i. e. Buck posts, shelf supports, hang rods, pullout rods, guards, carriages, iron or steel, bronzed or nickelled, in boxes or crates.

Show case hardware, i. e. Buck posts, shelf supports, legs, iron or steel, bronzed or nickelled, in boxes or crates. Shelving hardware, i. e. Shelf supports, iron, in boxes or crates.

**11732—Oil burning cooking stoves.** L.C.L. eastbound; Request for establishment in Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), of the following less than carload rates on oil burning cooking stoves from California to Groups: A-B, \$3.00 per 100 lbs.; C-C1-D-E, \$2.50 per 100 lbs.

**11733—Cotton and cotton linters, for export.** CL, westbound; Proposal to amend Tariff 29-T (I. C. C. No. 1236, H. G. Toll, agent), to provide for rate of 83c per 100 lbs. on cotton and cotton linters, as described in Item 540-A of the tariff, and rate of 81.0c per 100 lbs. on cotton and cotton linters, as described in Item 545-A of the tariff, from Dallas, Tex., and other Rate Basis 5 points to Pacific Coast ports.

**11734—Crude lump pumice.** CL, eastbound—from Hambone and Bartle, Calif. (McCloud River B. R.); Request for amendment of Tariff 2-Z (I. C. C. No. 1247, H. G. Toll, agent), to provide that Item 2010 will also apply from Hambone and Bartle, Calif.

**11735—Macaroni or spaghetti, cheese and sauce, in combined packages.** CL, westbound; Request for establishment of the same carload rates on macaroni or spaghetti, cheese and sauce, in combined packages, in boxes, from eastern points to California under Tariff 1-1 (I. C. C. No. 1246, H. G. Toll, agent), as in effect on canned goods Item 1920 of the tariff.

**11736—Fish meal and fish scraps, imported.** CL, eastbound; Request for carload rate of 50c per 100 lbs. on fish meal and fish scraps, imported, from Pacific Coast ports to Rate Basis 3-A, 1, 5 and 6, Tariff 30-T (I. C. C. No. 1245, H. G. Toll, agent).

**11737—Ground peat (moss).** CL, westbound; Request for carload rate of 75c per 100 lbs. on ground peat (moss), in bulk or in bags, from Group "E" Minnesota point to the North Coast, Tariff 1-E (I. C. C. No. 1239, H. G. Toll, agent).

**11738—Canned erab, imported.** CL, eastbound—to Eastern Canada; Proposal to establish carload rate of \$1.15 per 100 lbs. on canned erab, minimum weight 40,000 lbs., from Pacific Coast ports to Rate Basis 11, Item 570 of Tariff 20-T (I. C. C. No. 1245, H. G. Toll, agent).

**11739—Asbestos cement and asbestos composition heating furnace pipe or elbows in mixed carloads with heating furnaces, etc.** eastbound; Request for amendment of Item 2206 of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), as follows:

(a) Include asbestos cement (not to exceed 3 per cent of the total weight of furnaces in the car).

(b) Include asbestos composition heating pipe or elbows (air or smoothes), subject to Item 478 (33% mixture limitation).

**11740—Ammonium alginate and sodium alginate.** L.C.L. eastbound; Request 1 less than carload rate of \$2.50 per 100 lbs. on ammonium alginate and sodium alginate, in bags, barrels or boxes, from San Diego, Calif., to Group "D" on west, Item 3735 of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent) (minimum carload rates).

**11741—Aroostook Valley R. R.** Request for representation of the Aroostook Valley R. R. as a participating carrier in Tariffs 2-Z (I. C. C. No. 1247, H. G. Toll, agent), 3-B (I. C. C. No. 1238, H. G. Toll, agent), 17-K (I. C. C. No. 1247, H. G. Toll, agent) (North Coast Lumber) and 27-M (I. C. C. No. 1232, H. G. Toll, agent) (California Lumber), also North Coast Territorial Directory 40-A (I. C. C. No. 1229, H. G. Toll, agent); rates stations thereon to be on same basis apply to that territory.

**11742—Alarm clocks (having cases made of bakelite or similar composition) LC, westbound;** Request for inclusion alarm clocks (having cases made of bakelite or similar composition), box in Item 2135 of Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 4-E (I. C. C. No. 1239, H. G. Toll, agent).

**10961 (Reopened)—Electrical device, viz.: Corn poppers, curling irons, griddle stoves, heaters, heating pads, hot plate sad irons, toasters and waffle irons, all insulated and jacketed jugs, insulate outfit boxes, and reserve tanks for gasoline, water or oil (nested and locked securely in metal frame), mixed carloads, westbound;** Request for mixed carload rate of \$1.60 per 100 lbs. of these articles from Group "E" to California under Tariff 1-1 (I. C. C. No. 1246, H. G. Toll, agent).

**11203 (Reopened)—Floor screens, folding or panel, iron or steel.** CL, westbound; Request for inclusion of floor screen, folding or panel, iron or steel, in Item 2750 of Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 4-E (I. C. C. No. 1239, H. G. Toll, agent).

**11530 (Amended)—Furniture, including desks and tables.** CL, westbound; Request for amendment of Item 2786 of Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 4-E (I. C. C. No. 1239, H. G. Toll, agent), to provide for the same basis of carload rates as in force on furniture under Section 5 of Item 2875 of Tariff 1-1 and Section 4 of Item 2875-A, Tariff 4-E.

**11650 (Amended)—Apples.** CL, eastbound—transit; Request for amendment of Paragraph (f), Rule 16 on page 317 of Tariff 2-Z (I. C. C. No. 1247, H. G. Toll, agent), to provide for privilege of stopping-in-transit carload shipments of apples to partly unload; in other words, eliminate "nor apples in straight carloads" from Note 1. Item 1940-A of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), naming rate on apples, also to provide for privilege of stopping-in-transit to partly unload.

## Permanent Art Galleries

- Beaux Arts Gallery - 166 Geary Street
- East-West Gallery - 609 Sutter Street
- de Young Museum - Golden Gate Park
- Courvoisier Gallery - 474 Post Street
- Gump Galleries - 246 Post Street
- Legion of Honor Palace - Lincoln Park
- Paul Elder Gallery - 239 Post Street
- Valdespino Gallery - 345 O'Farrell Street
- Vickers, Atkins & Torrey - 559 Sutter Street
- Worden Art Gallery - 312 Stockton Street
- Schwabacher-Frey Gallery, 735 Market Street
- Workshop Gallery - 536 Washington Street

# Foreign and Domestic TRADE TIPS

## FOREIGN TRADE TIPS

quiries concerning Foreign Trade Tips should be made to the International Trade Department of the San Francisco Chamber of Commerce, Davenport 5000, list numbers being given.

- 95—Oriental Rugs and Carpets. Mirzapur, U. P. India. Manufacturers of Oriental rugs and carpets, made of fine wool, desire to extend their market to the United States.
- 96—Wrought Steel T and Strap Hinges. Fambles-Namen, Belgium. Exporters of heavy T and strap hinges to the United States are desirous of contacting all importers of these commodities.
- 97—Ultramarine Blue. Rochester, N. Y. Belgium manufacturers of ultramarine blue wish to establish agencies in a few cities, including San Francisco.
- 98—Pillchards. Bordeaux, France. French firm is interested in the importation of California pillchards, not only as brokers and selling agents, but also as buyers for their own account. They are equipped to handle approximately 6000 to 7000 cases of pillchards a year.
- 99—Veneered Wood. San Francisco, Calif. French firm seeks an agent interested in imported veneered wood.
- 500—Agency. Los Angeles, Calif. Party is seeking the agency of California exporters of petroleum products, fruits and fish products. Reference available.
- 501—Church Goods. New York, N. Y. Representative of his there's firm in Germany is desirous of contacting local importers and jobbers to specialize in church goods, such as ecclesiastical ware, religious articles, religious calendars, altar laces, rosaries, etc.
- 502—Peat Moss and Dried Beet Pulp. Hamburg, Germany. A broker and representative for European factories dealing in peat moss and dried beet pulp anxious to be put in touch with local importers of these commodities.
- 503—Egg Grading Machine. Dusseldorf, Germany. Manufacturers of egg grading machine which automatically handles the eggs, grades them by weight and brands them with a rubber stamp wish to communicate with interested parties.
- 504—Mineral Paints. Lohwald, Germany. Manufacturers of (Kern) mineral paints desire to contact California importers of this commodity.
- 505—Novelties. Batavia, Java. Firm doing a mail order business in all kinds of novelties wishes to be put in touch with local firms interested in importing novelties from Java.
- 506—Representation. Passaic, N. J. Party, 52 years of age, anxious to represent manufacturers of exporters abroad.
- 507—Carpets. Prague, Czechoslovakia. A manufacturer of jute and wool carpets wishes to appoint an agent in San Francisco.
- 508—Popsicle Machine. San Francisco. Party wishes to purchase a popsicle machine, used in making popsicles about 10 to 50 pieces at a time.
- 509—Broom Straw. Quezaltenango, Guatemala. Manufacturer and exporter of broom straw of very fine quality is desirous of contacting manufacturers of brushes interested in importing several bales of straw.
- 510—Seeds. Christchurch, N. Z. A seed merchant wishes to obtain vegetables and flower seeds in large quantities, and inquires for catalogues disclosing wholesale prices.
- 511—Representation. San Francisco. An electrical engineer

- with long selling experience is desirous of having direct representation or to establish sole agency in the territories of Mexico or China in machinery, electrical appliances, telephone equipment, structural materials of any description, radio sets and parts.
- 20612—Marble Chips. New York. Firm is interested in obtaining a list of importers or dealers in this city, handling marble chips, such as used by tile setters, flooring concerns, etc.
- 20613—Marbles. Osaka, Japan. Manufacturers of toy glass marbles are looking for a local market for this commodity.
- 20614—Black Micanite Tapes. Tokio, Japan. Japanese exporters wish to contact electric goods merchants in this city interested in importing black micanite tapes.
- 20615—Representation. Cali, Colombia. Party is interested in acting as representative for houses on the west coast of the United States, who do business exclusively in hard, wheat flour, wheat. References available.
- 20616—Lingerie, Handkerchiefs. Caguas, Porto Rico. Manufacturers of lingerie and handkerchiefs will submit samples to parties interested in importing same from Porto Rico.
- 20617—Apples. San Francisco. Firm interested in the exportation of fresh California apples to Europe desires to contact reliable packers.
- 20618—Dried Prunes. New York City. Party inquires for list of exporters of dried prunes to Northern Europe.
- 20619—Representation. New York City. Export and import shipping agent with 18 years' experience is desirous of contacting large exporting or importing houses in California in need of representation in the East to look after all details, as to shipping, handling, etc.
- 20616—Glass. Charleroy, Belgium. Suppliers of Belgium flat drawn window glass seek a local market.
- 20617—Electric Drills. Sao Francisco. French manufacturer of electric drills seeks an agent in San Francisco.
- 20618—Chinaware. Saxony, Germany. Manufacturer of Chinaware wishes representation in this vicinity.
- 20619—Chemical and Pharmaceutical Products. Athens, Greece. Commission agents are interested in getting in touch with manufacturers or exporters of chemical and pharmaceutical products.
- 20650—Charcoal. New York. Party in Mexico wishes to export charcoal made of hardwood to the United States.

## DOMESTIC TRADE TIPS

- Inquiries concerning Domestic Trade Tips should be made to the Domestic Trade Department.
- D-3594—Representative. Philadelphia, Pa. Eastern concern seeking a representative in this city to distribute their line of cotton batts and felt.
- D-3595—Representation. Los Angeles, Calif. Firm anxious to secure the representation of novelties, toys and notions, office supplies, wholesale paper line, and advertising novelties, in Los Angeles. Would be glad to receive wholesale prices on these lines, if concerns would not care to have direct representation.
- D-3596—Sales Agents. Santa Cruz, Calif. Concern desires to get in touch with reliable firms or individuals to act as sales agents for a new game.
- D-3597—Representation. Brooklyn, N. Y. Manufacturers of sanitary wiping cloths for polishing and manufacturing purposes, are looking for a good live wire salesman to sell their

- products in San Francisco and vicinity, on a commission basis.
- D-3598—Salesmen. Los Angeles, Calif. Firm looking for reliable salesmen in this city to sell a novel and very meritorious Christmas gift on a commission basis.
- D-3599—California Product. Charlestown, Mass. Party would like to get in touch with a firm or an individual having a California product that they would like to market in Boston and vicinity.
- D-3600—Representation. Milwaukee, Wis. Company desires to represent San Francisco manufacturers of items of merit, preferably specialty items. Will also consider articles which are sold to the building construction trade.
- D-3601—Representation. Chicago, Ill. Concern seeking an agent to represent their line of incinerators in this city and vicinity. Prefer someone who is familiar with the building specialty lines, or one who has a wide acquaintance among architects and builders.
- D-3602—Northern California Representative. Sacramento, Calif. Firm desires to connect with local firm who wishes to be represented in Northern California territory.
- D-3603—Sales and Manufacturing Connection. British Columbia, Canada. Firm desirous of contacting with some firm interested in manufacturing and selling an indoor golf game, the patents for which have been applied for both in Canada and the United States.
- D-3604—Sales Representative. Indianapolis, Ind. Firm wishes to secure sales representative in this territory for new dishwasher.
- D-3605—Domestic Accounts. New York City. Gentleman has facilities for handling sale in Greater New York and contiguous territory a limited number of domestic accounts having meritorious articles. Accounts will be handled on a commission basis.
- D-3606—Salesmen. Brooklyn, N. Y. Well-known firm in East has position open for salesman with good qualifications.
- D-3607—Agent. Toledo, Ohio. Firm interested in securing concern or individual to handle their line of golf clubs for the state of California on a commission basis.
- D-3608—Manufacturer's Agent. San Francisco, Calif. Party interested in securing line of notions and novelties to handle in this territory, to be sold direct to the consumer.
- D-3609—Salesmen on Commission. New York City. Manufacturers of fine grade of millinery and neckwear novelties interested in securing salesmen willing to work on commission basis in this territory.
- D-3610—Sales Representation. Denver, Colo. Party wishes to represent San Francisco firm to introduce new and introduced articles and securities, in middle west territory. Full details on file.

## A SERVICE FOR MANUFACTURERS

Through the courtesy of Radio KFWI, San Francisco Manufacturers have an opportunity to give five-minute talks on Monday, Wednesday and Friday evenings from 8:30 to 8:35 o'clock.

Firms may, on these programs, without cost, tell of their firm, the making of their products, and where they are distributed. For further information communicate with the Chamber of Commerce Publicity Department, Davenport 5000.

## Very Latest Leads for NEW BUSINESS

- Listed below are the names of new firms and changes of address of old firms engaged in the business under which they are classified. Domestic Trade Department.
- Accountant—Charles L. Sturrock, 433 California to 106 Montgomery.
- Adjusters—Action Adjustment Bureau (C. St. Irwin), 369 Pine.
- Advertising—F. N. Almstead & Co., de Young Bldg.; Walker Advertising Agency, 235 Montgomery; Western Advertising & Display Service, 235 to 111 1/2 Gough.
- Apartments—Jefferson Hotel Apartments, 818 Grove.
- Artists—Richard Stephens, 369 Pine to 376 Sacramento; Gerald D. Wright (commercial), 617 Montgomery.
- Asphalts—Hendley Emulsified Products Co. (emulsified), 557 Market.
- Associations—Acacia Mutual Life Assn., 988 Market to 25 Taylor; Association of Certified Welders, 3118 16th; San Francisco Architectural Club, 523 Pine to 130 Kearny; San Francisco Visiting Nurse Assn., 1636 Bush.
- Astrologer—Alice A. Ayres, 177 Post to 760 DuBois.
- Attorneys—Niles C. Cunningham, 369 Pine; Naomi Hammond, 681 Market; D. Herndon, 561 Market; W. Melville Holden, 123 California to 1145 Polk; John G. Jury, 582 Market; Kegler-Meay & Joseph R. Deasy, 369 Pine; Wm. L. McGinness, Jr., 582 Market; A. W. Mullen, 225 Bush to 155 Sansome; Milton H. Silverberg, 235 Montgomery; Vincent Surr, 369 Pine to 235 Montgomery; Milton T. U'Ren, 225 Bush to 115 Sansome.
- Auto Equipment—Standard Safety Corp., 1541 to 1611 Pine.
- Auto Service—Golden Gate Radiator Body & Fender Works, 460 to 410 Golden Gate Ave.; Louie & Cozzi, 2515 Jones to 553 Bay.
- Auto Trucks—E. H. Robertson Auto Truck Co., 1656 Pine.
- Auto Wrecking—Mission Economy Auto Wrecking Co., 3139 Mission.
- Bakery—Muller's Quality Bakery, 5217 Geary.
- Barber Shop—Haight Family Barber Shop, 1508 Haight.
- Beauty Shops—Hart's Beauty Salon, 687 O'Farrell; Helene & Louise Beauty Salon, 177 Post; Judith's Beauty Shop, 2163 Union to 210 Stockton; Pinto's Beauty Salon, 422 Castro; Travers's Beauty Studio, 177 Post.
- Birds and Animals—Anzel W. Robison, 1072 Market to 10 O'Farrell.
- Bookbinders—T. J. Cardozo Co., 155 Mission to 515 Howard.
- Books—Lawyers' Book Exchange (Anthony Vihardi), 91 McAllister.
- Brass—Republic Brass Co., 100 Potrero.
- Broker—James Monroe, Hutton Bldg.
- Builder—Henry Doelger, 300 Judah.
- Builders' Materials—Gentile Steel Co., 461 Market to 71 New Montgomery.
- Burglar Alarms—American Burglar Alarm Co., 11 Sutter to 229 Oak.
- Cameras—Bell & Howell Co. Agency (motion picture), 735 Market to 735 Grant.
- Candy—Dorrich & Fremma, Jr., 1316 Castro; Joe's Candy Store, 904 Cortland.
- Cash Registers—National Cash Register Co., Pacific Division Office, Shell Bldg.
- Chemicals—Avesam Chemical Co., 660 Sacramento to 235 Montgomery; Dearborn Chemical Co. warehouse, 252 Spear to 121 Bryant.
- Chimneys—Ace Chimney Service (Duncan MacDonald), 689 Ellis to 83 Turk.
- Church Goods—Mrs. Magdalena Saere, 1011 Guerrero.
- Cigars—Cortland Smokery, 125 Cortland; Daly City Cigar Store, 6290 Mission; MacDonald & Folla, 1533 Mission; Wight's Smoke Shop, 383 Bush.

[continued on page 4]

# The Very Latest LEADS for NEW BUSINESS

[continued from page 3]

**Cleaners**—Lou Aiken, 1311 Noriega; American Dye Works, 152 Balboa to 181 Harvard; Coast Cleaners & Tailors, 131 W. Portal to 66 Vicente; Ingleside Cleaning & Tailoring Shop, 2377 Folsom; President Cleaners & Dyers, 3111 22nd; Success Cleaners & Dyers, 2239 to 2117 Fillmore.

**Coal**—Hi-Heat Coal Co., 41, Carl Browning, 681 to 112 Market; King Coal Agency, 135 Vermont.

**Collection Agencies**—Original Claims Bureau, 1695 Market; Peerless Collection Agency, 1695 Market.

**Confectionery**—The Marionette, 301 West Portal.

**Contractor**—Wm. J. Corbett, 128 Congo.

**Cotton Goods**—Wm. L. Barrett Co. (Angus Fritz), 225 Bush to 235 Montgomery.

**Decorators**—Largus & Frey (interior), 1281 Fulton.

**Delicatessens**—Gehrke & Thom, 365 Haight; Schwarz Delicatessen (A. Armbruster), 1621 Polk; Vallejo Delicatessen, 650 Vallejo.

**Delivery Business**—Lighting Parcel Delivery Co., 269 Spear to 279 Fremont.

**Dentists**—Dr. Maurice Brody, 235 Miramar to 1250 Capitol; Dr. Clark L. Kemis, 209 Post; Dr. Bernard N. Rosemont, 135 Stockton to 370 Geary; Dr. Gerald N. Sullivan, 1250 Capitol Ave. to 1902 Ocean.

**Dog Food**—San Francisco Dog Food Co., 201 Theresa.

**Dolls**—San Francisco Doll Hospital (Mme. Anastasia Hoag), 65 Powell to 11 Grant Ave.

**Draymen**—S. Morris & Co., 95 1st to 75 Fremont; H. B. Wilkinson, 151 to 171 Stettart.

**Dresses**—Cooper's Dress Shop, 1456 Mission.

**Dumb Waiters**—Sedgwick Dumb Waiter Co., 557 Market.

**Eggs**—The Egg Basket, 2763 Mission.

**Electric Maintenance**—Martindale Electric Co., 7 Front to 267 9th.

**Electrical**—Emerson Electric Motor Co., 376 5th to 367 9th; Kimble Electric Co. Agency, 367 9th; Marwood Corp. of Delaware, The Marwood Co. of S. F., 367 9th; Rainbow Electric Co., 622 Larkin; Rutenber Electric Co., 55 New Montgomery to 717 Market.

**Electrologist**—Gertrude Allender, 938 Geary to 650 Post.

**Elevators**—Charest Elevator Co., 116 Shannon to 908 O'Farrell.

**Engraver**—Max Hoefner, 58 2nd.

**Express**—A A Arrow Express Co., 978 Bush; Arrow & Ball Transfer Co., 978 Bush; Arthur E. Mizen, 5511 to 1811 Geary.

**Express Forwarding**—Consolidated Package Service, 269 Spear to 279 Fremont.

**Fibre**—Continental Diamond Fibre, 271 Brannan to 367 9th.

**Finance**—West National Finance Co., 465 California to 1930 Van Ness.

**Fire Extinguishers**—Auto Fyrstop Co., 557 Market.

**Florists**—Alhambra Floral Shop, 1265 Union.

**Forwarding Business**—(Freight)—Package Service Bureau, 269 Spear to 279 Fremont.

**Fruits**—John Ojakian, 2029 Fillmore.

**Fur Goods**—S. Horowitz, 12 Geary to 117 Mason.

**Furniture Repairing**—Presidio Furniture Repair Shop, 2828 California.

**Furniture**—Bernard Furniture Co., 693 Sutter to 993 Mission; Fred Platt, 111 Mason.

**Games**—Table Golf Co., 1731 15th.

**Garage**—Eighth Street Garage, 38 8th.

**Golf Courses**—Brite Spot Golf Course, 2246 Lombard; Mission Bell Golf Course, Ocean nr. Mission; Pine-Lark Golf Course, Pine and Larkin; Van Ness Golf Course, 913 Van Ness.

**Grocers**—James Nicolas, 815 Holloway; Quilici & Co., 1101 Powell; C. W. Wright, 1001 19th.

**Hardware**—Lusher Hardware Co., 5221 Geary.

**Hat Renovating**—Oxford Hatters & Cleaners, 3204 Scott.

**Hamstringing**—Alta L. King, 315 Balboa to 12 Clement.

**Hotel**—Alford Hotel, 2389 Folsom.

**Insurance**—Occidental Life Insurance Co., Pioneer Division, 303 Market.

**Investment**—Blanchard Co., 111 Sutter; D. C. Fessenden, Rohm Bldg. to 629 Market; Stelling & Gould Ltd. (real estate), 155 Montgomery.

**Jewelers**—A. Gold, 935 Market; Kincaid & Bohrer, 127 Grant Ave.

**Ladders**—Patterson Ladder Co., 200 Davis to Date and Folsom.

**Laundries**—The Globe, 2540 Mission. Ladies' Wear—Yee Sing Chong Laundry, 99 Turk.

**Library**—Record Shop, 1052 Market.

**Live Stock**—Cleary Live Stock Co., 509 Hyde.

**Loans**—Bay Counties Building & Loan Assn., 111 California to 170 Sutter; National Mortgage Co., 111 California to 170 Sutter; Pacific Mortgage Loan Co., 235 Montgomery; Sierra Financial Corp., 111 California to 170 Sutter.

**Loose Leaf Equipment**—Heim Co., 740 Market to 7 Front.

**Luggage**—Paramount Luggage Co., 1072 Market.

**Machine Works**—George Hinz, 30 Laskie.

**Magazines**—American Pharmacists' Journal (trade), 988 to 821 Market; American Register Pharmacists (trade), 988 to 821 Market.

**Manufacturers' Agents**—Gates-Tatterson Co., Inc., 557 Market; George & Shepard Paper Co., 7 Front; Patterson-Gates Co., Inc., 557 Market; Signal Engineering & Mfg. Co., 376 5th to 367 9th.

**Markets**—Cable Market, 1450 Polk; Del Monte Market, 1600 Guerrero; Guerrero Meat Market, 678 Guerrero; Phelan's Meat Market No. 2, 1289 Mission; Russian Market, 2081 Sutter.

**Meats**—A. Gutman, 2601 Lake.

**Messenger Service**—Commercial Messenger Service, 681 Market to 245 California.

**Millinery**—Dohrin's Millinery, 2372 to 2486 Mission.

**Monuments**—E. Danely & Son, Colma.

**Moving**—Harm & Frasher Valley Motor Lines, 130 Townsend to 911 16th; Valley Motor Lines, 120 Townsend to 911 16th.

**Notary Public**—Virginia A. Beede, 870 Market; Amy B. Townsend, 321 Kearny to 333 Montgomery.

**Novelties**—Snibley Novelty Co., 833 Market; Viking Specialty Co., 632 Polk.

**Painters**—Brown & Brown, 1506 Church; Jas. P. Hunter, 2521 Octavia to 211 Walnut.

**Paints**—West Coast Paint Co. (E. J. Beedle), 259 Clara to 131 5th.

**Paper**—S. D. Houghlin Paper Co., 175 Fremont to 311 Howard.

**Physician**—Dr. M. Kunstler, 1391 Valencia.

**Plasterer**—William Anglin, 1755 O'Farrell.

**Printing**—Garrett Press, 50 Shipley; K. Matsuda, 206 Market.

**Process Server**—Treve W. Berlin, 225 Bush.

**Publishers**—Argonaut Publishing Co., 269 Pine to 233 Montgomery.

**Pumps**—Joseph Lawrence Co., 111 2nd to 81 Naboma.

**Radio**—Hansen Radio Sales, 886 Post; Paramount Radio Co., 1230 Capitol; Sunset Radio & Electric Service, 3818 Irving.

## Removal of Wharfage Costs Will Bring Cargoes to S. F.

MILLIONS of dollars worth of foreign cargoes that are now being entered through other Pacific Coast ports to the exclusion of San Francisco, will be routed here in the future as the result of a successful campaign which has been carried on by the San Francisco Chamber of Commerce during the last three years.

This assurance was given this week with the announcement by the Chamber of an agreement signed by all of the leading transpacific steamship lines and railroad companies to absorb wharfage charges levied by the State Harbor Commission upon cargoes held here in transshipment for a period exceeding ten days.

By sharing this burden, which heretofore has been borne by the shippers, the carriers have not only placed San Francisco on a parity with Seattle, which has received thousands of tons of cargoes annually that might logically have entered this port, but have reduced the handling and storage charges to very much less than those of the northern port. This new inducement will benefit not only the shipper of merchandise from Oriental countries to interior points in the United States, but will attract a vast amount of new business to steamship and rail carriers.

Coincident with the agreement of the carriers to absorb wharfage charges, which amount is fifteen cents a ton for thirty days, the Chamber was successful in persuading the Harbor Board to discontinue limiting the storage period on incoming cargoes to ten days, thereby giving the shipper the same advantages in San Francisco that he has previously enjoyed in Seattle. The ten-day storage limit was originally imposed here to discourage the use of wharves for warehouse purposes.

The successful conclusion of this long campaign marks another accomplishment of the Chamber's International Trade Committee and involved more than three years of correspondence and meetings.

Signatories to the agreement are: Southern Pacific Company, Atchison, Topeka & Santa Fe Railway, Western Pacific Railway, N. Y. K. Line, Kerr Steamship Company, Dollar Steamship Line, Java Pacific Line, Yamashita Shipping Company, Klavness Line, Mitsui & Company, Ltd., Oceanic & Oriental Navigation Company, Union Steamship Company of New Zealand, Matson Navigation Company.

## Committee to Aid Railway Improvements

APPOINTMENT of a permanent Street Railway Transportation Committee to cooperate with executives of the Market Street Railway Company in expediting the development program which was approved by the voters last Tuesday, was announced by President Cutler last week. The personnel of the Chamber's committee, under the chairmanship of Albert E. Schwabacher, will be the same as that which represented the Chamber in its pre-election campaign for the passage of Amendment 35.

President Cutler also communicated with Samuel Kahn, president of the Market Street Railway Company, expressing the Chamber's confidence in the company's desire to fulfill its promises, and offering all possible assistance in the development of its program. The letter follows:

"Dear Mr. Kahn:

"The Chamber of Commerce congratulates the city, your company, and ourselves upon the passage of Amendment No. 35. We feel that at last the way has

been opened for a logical development of our city railway transportation problem. We have admired the straightforward and frank statements which you have made upon the subject and the announcement of your intentions. We have every faith in your desire to go forward along constructive lines, and in order that you may have every cooperation from us we have asked our committee, of which Mr. Albert E. Schwabacher is chairman, continue as a permanent Street Railway Transportation Committee and to keep touch with you in all matters that may be essential to the development of the program. Sincerely yours,

"Leland W. Cutler, President

## Note to Shippers

Abers Bros. Milling Co. has filed complaint before the Railroad Commission of the State of California against Southern Pacific Company alleging violation of tariff and violation of Section 13 and 19 of the Public Utility Act a count unjust and unreasonable charge assessing \$1.00 per car in addition to line haul rates to cover cost of switching on load shipments to and from their industry on the State Belt Railroad.

Particulars may be obtained by contacting with the Transportation Department.

## QUICK ACTION ON \$12,000,000 PROJECT [continued from page 1]

With the objective of the committee thus magnified, it began its work, many sites bordering the bay were immediately submitted to Washington. Alameda was chosen as the most practical location for the air base, Governor Island for the repair base, and Mari Meadows for the bombing base. With these selections definitely made by Washington, the other communities immediately gave them their united support, and the Alameda City Council voted to give the Government the necessary land, it involving about eleven hundred acres, which to place the base. Ratification by the voters of Alameda was necessary, however, before this donation could be made legal, and as the fate of all three projects depended entirely upon the fate of one, the real work of the committee was still ahead of it during the remaining two weeks preceding the election.

Opposition developed among unformed persons who were under the impression that the air base in Alameda would involve an army cantonment, barracks, and promiscuous flying of airplane over the congested districts of the city. This misunderstanding involved a last minute educational campaign among the voters of Alameda, and this was prosecuted by the members of the committee with the active support of the Chamber of Commerce in the other communities bordering the Bay.

The effectiveness of the campaign was emphatically shown in the Alameda vote. It was six to one in favor of the air base, and three to one in favor of the Governor Island Repair Base.

## TWO NEW COMMITTEES

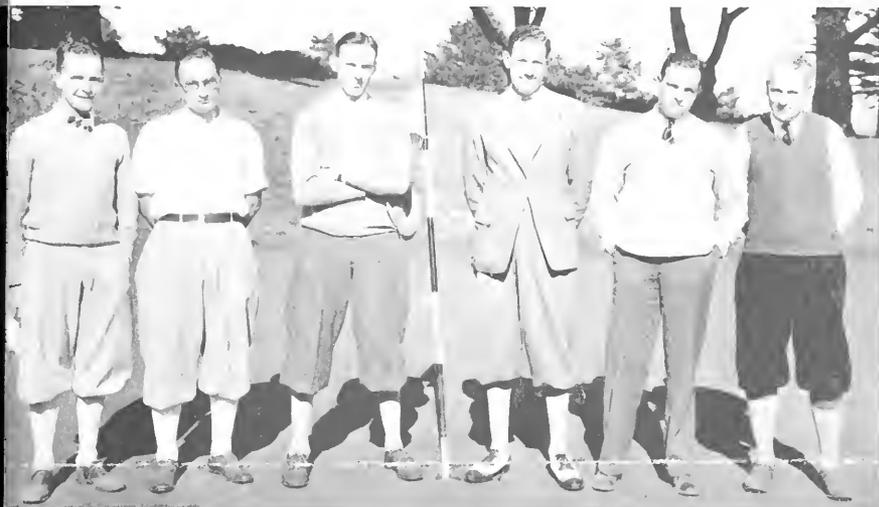
[continued from page 1]

The Domestic Trade Committee will serve under the chairmanship of A. M. Brown, Jr., and John R. Cahill, vice chairman. Other members are:

D. H. Hughes, Bert S. Hubbard, Horace Guitard, R. M. Alvord, B. F. Holliday, John S. Pimney, Parker L. Jackson, M. A. Gnaedler, R. P. Connally, H. A. Saxé Chénod, Robert Davis and W. B. Maxwell.

## Nation's Best Golfers to Compete in S. F.

### GOLF TOURNAMENT EXECUTIVE COMMITTEE



Seating from left to right the above are: Robert Coons, Gerald Nannan, R. G. Congdon, Sidney P. Kahn, Charles Fay, Jr., Chairman of the Golf Committee, and Jess Puryear. The following are members of the committee who were not able to be present: Edward P. Crossan, Lloyd Dinkelspiel, Dan Evans, B. J. Frankenheimer, Walter Germond, Harrison Godwin, Harold Havre, John Levison, Gordon Macdonald, L. B. Reynolds, B. K. Vaughan, S. G. Walton.

### PRE-QUALIFYING ROUND HELD TO LIMIT LARGE FIELD OF AMATEURS

With 113 entries definitely assured, the San Francisco Junior Chamber of Commerce National Open Match Play Golf Championship on December 1-7 over the Lakeside Course of the Olympic Club will have a field composed of many of the nation's best known professional and amateur golfers.

So heavy have been the local amateur entries that it has been found necessary to hold a pre-qualifying round, which has been set for Monday, December 1, at the Lake Merced Golf and Country Club. The amateur field will be thus cut down to a limit of 30. Automatic qualification has been accorded some eight or ten amateurs who have won top rankings in national and British tournaments, but all others will have to go through the qualifying mill.

Not only will the San Francisco \$7500 match play tournament be the first major event held on the Pacific Coast this winter, but it will also be the first in which the new size ball will be used. Herebefore, the new balls have not been officially required, although occasional use has been made of them unofficially.

#### Fifth Major Event of the Nation.

Institution of the tournament has drawn a great deal of comment all over (continued on page 3)

### FIRST FLIGHT DAY HAILED AS SUCCESS

William H. Waste, California's genial chief Justice, will experience the thrills of flight for the first time on Tuesday, November 25, when the Junior Chamber will hold its second "First Flight Day," along with 70 other representative business men, he will go aloft in the tri-motored airplane, "Standard of California No. 1," as the guest of the Junior Chamber's Aeronautics Committee, Walter G. Ryberg, chairman of the Aviation Promotion Section, is directing details.

The October 23 Flight Day, the first of its kind, has been characterized as one of the most successful projects which the Aeronautics Committee has sponsored, As Henry Eickhoff, Jr., vice-chairman, put it, "Nine trembling customers would approach and enter the plane (king about their insurance. Thirty minutes later, nine enthusiastic air-minded people would alight, vowing their next trip to Los Angeles would be made in the air." Eight half-hour flights were made during the day. The passengers were flown over the business section of San Francisco, thence back to Mills field.

Shirley Brush, regular Standard Oil Co. pilot, flew the plane which was operated by this company. At the completion of each flight, passengers were handed a "Flogging Certificate," signed by the pilot.

The purpose of the "First Flight Days" is to stimulate air-mindedness by getting people off the ground who for some reason

### Jr. Chamber Harbor Plan Receives Endorsement

The San Francisco Junior Chamber of Commerce is highly gratified that the plan originated by the Marine Committee under the guidance of Chalmers Graham for the creation of a "port district" system of harbor control has been adopted by the San Francisco Chamber of Commerce. It is expected that the Junior Chamber of Commerce, now that this important forward step in development of the harbor has been approved, will bend every effort to carry out the project which will maintain San Francisco's magnificent harbor at the forefront of world ports.

son have never before done so. Among the participants in the initial event were such men as Arthur and J. W. Towne, of Blake, McEll and Towne, paper house; Thomas Maillard of Maillard and Schmiedell; Stetson G. Hines, president of the San Francisco Bridge Company; Fred Knight of Knight-Counihan Co., printers; Andrew Y. Wood, newspaper publisher; and others of prominence.

Several of the men immediately wrote letters to the Junior Chamber expressing their thanks for the scenic trip and their decision to now become regular users of air transportation.

Practically the same plans will characterize the second "First Flight Day." (continued on page 3)

### Sports Week Program Announced by Chairman

Sports Week, sponsored by the San Francisco Junior Chamber of Commerce, promises to prove to all followers of athletic endeavor, that winter in this region is no bar to the holding of a great variety of sporting competitions. Starting with the Stanford-Dartmouth game on November 29, and ending with the feature event of the week, The National Match Play Open Golf Championship, December 1 to 7, San Franciscans will have the opportunity during this time of witnessing football, golf, various yacht races, crew races, a polo match, baseball, handball, tennis, basketball and swimming.

The following is an outline of the events as announced by Gordon Macdonald, chairman of the Sports Committee:

Saturday, November 29, Stanford vs. Dartmouth, football game.

Sunday, November 30, 10 a. m. Yacht races off the Marina. (This will include one race with six meter boats, and one with "11" boats. Mr. Cyril Tohin has entered his new yacht in the former race.) Single, double, four, and eight oared shell races off the Marina. Whale

(continued on page 3)

### Western Players Want Title For California

For the first time in its history San Francisco will stage a national championship golf tournament when the National Match Play Open is played over the Olympic Club courses at Lakeside on December 1-7. This event was made possible for San Francisco by the Junior Chamber of Commerce.

With practically every professional golf star of national rating and many of the leading amateurs entered, including our strong contingent of Pacific Coast players who scintillated so brightly at Merion in the National Amateur title quest, the eyes of the entire golf world will be centered on San Francisco during this championship tournament.

The purse of \$7500 and the other expenses of conducting the tournament, as well as publicizing the event throughout the entire country, have been raised by the Junior Chamber of Commerce through the sale of season tickets at five dollars each. In addition to these season tickets, daily admission tickets will be sold at Lakeside with \$2 charged for each of

(continued on page 3)

Free Public Library  
City Center  
San Francisco

# SAN FRANCISCO BUSINESS

[San Francisco Junior Chamber of Commerce Issue]

NOVEMBER 19, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone DA venport 5000. 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.

Published once each month as the San Francisco Junior Chamber of Commerce Issue of San Francisco Business at 211 Merchants Exchange Building, San Francisco, California.

Editor - JOHN L. GOMPERTZ

### Associate Editors

Morton Beebe Wm. Cathcart Herman Nichols Lewis B. Reynolds Carl Wakefield  
Chairman, Publicity Committee - Robert B. Coons

### Officers of the San Francisco Junior Chamber of Commerce

President - J. H. THRELKELD

Executive Vice-President - J. A. Folger 2nd Vice-Pres. & Treas. - Wilson Meyer  
Third Vice-President - Daniel W. Evans Secretary-Manager - Frank A. King  
Assistant Secretary-Manager - Walter Reimers

### Directors

Lloyd H. Berendsen, A. H. Brawner, Arthur M. Brown, Jr., Edward H. Clark, Jr., Robert B. Coons, Lloyd W. Dinkelspiel, Daniel W. Evans, J. A. Folger, Chalmers G. Graham, John J. Heffernan, Robert M. Levison, Emile D. Maloney, Wilson Meyer, Martin S. Mitau, Herbert H. Mitchell, Britton Rey, Frederic E. Supple, J. H. Threlkeld, J. J. Tynan, Jr., S. G. Walton, Archibald B. von Adelung.

## OBSERVATIONS

The "First Flight Days" planned and being carried out by the Aeronautics Committee of the Junior Chamber of Commerce through the courteous assistance of the Standard Oil Company of California is without doubt one of the most practical and constructive projects sponsored in some time. The beneficial effect of this campaign of education, while not immediately noticeable, will be far reaching and cumulative.

Recently the Junior Chamber had its third birthday. There was a party—ice cream and speeches. The presents received were the acknowledgments and reviews of its past achievements and future plans by its friends. But those friends it was who gave it its name, its being, its education and its success.

### "Will to Achieve" Wins Harbor Bend Campaign

A cross-section of San Francisco's "will to achieve" was revealed recently in the drive which brought success at the polls for the \$10,000,000 bond issue for harbor improvements. A triumph of three votes to one is not, and never has been, an "accident."

Months before the election the proposition looked dubious, to say the least. At first blush, Proposition No. 3 was merely a bay region plum that meant nothing to the citizens of Bedding, Fresno or San Diego. It had to be "sold" to all the people of California.

There was work in them hinterland hills, convincing voters that their economic destiny was linked with the development of commerce through the Golden Gate.

The Marine Committee of the Junior Chamber of Commerce sensed the danger of letting nature take its course on Proposition 3 and resolved to get behind it. A sub-committee, composed of Gerald O'Gara, Chalmers Graham, Wilson Meyer, Sidney Walton and Don Kiefer, called on Major C. J. Tilden, chairman of the board of Harbor Commissioners, and found that he shared their enthusiasm for the measure.

Then the Marine Committee of the Senior Chamber joined forces with the Junior Chamber and Major Tilden's board, and the three factions organized a Citizens' Committee to push a state-wide campaign for the bonds. The dynamic Louis Stewart became its executive chairman, with Mr. Charles Wheeler functioning as chairman of the finance committee.

Bay region residents owe a rising vote of thanks to these men. Wheeler proved himself a modern "miracle man" by getting together \$15,000 which was used in a well-directed advertising and publicity campaign through which Proposition No. 3 was sold to the voters of the state.

### Importance of New Charter Stressed

Mr. R. M. Searles, who is a member of the Citizens' Committee on Charter Revision addressed the Municipal Affairs Committee at their last meeting. He gave the committee a very clear idea of the importance to have the new city charter drafted properly as well as the necessity of the Junior Chamber of Commerce taking an active interest. The Junior Chamber now has two members, Bert Levit and E. M. Gorf, who are members of the Municipal Affairs Committee and are representing it on the Charter Revision and cumulative.

### Membership Committee Holds Celebration

Celebrating publication of the Junior Chamber's booklet "Ahead of the Times," the Membership Committee had luncheon aboard Paul Woods' yacht last week.

The day proved too glorious to go back to work so they delegated themselves a committee for inspection of San Francisco's Harbor facilities. After cruising the bay and visiting the Ford plant under construction at Richmond, they returned greatly enthused at the possibility of forming an official yachting committee with themselves as members.

No, the 3-to-1 vote for Proposition No. 3 was not an accident. It was the result of hard work on the part of public-spirited San Francisco citizens and an example of what teamwork from the constructive forces of the city can accomplish. All who served on the Citizens' Committee and thousands of others who supported the measure at the polls are also to be congratulated. The measure passed in San Francisco by 9 votes to 1.

The long-needed modernization and expansion of San Francisco's birthright—her deep sea harbor—is about to be realized, thanks to the wisdom of California's voters and the energy of San Francisco citizens.

### FOR UNEMPLOYMENT RELIEF

SANTA CLAUS will don plus fours and carry a golf bag this year in San Francisco if plans of the Junior Chamber of Commerce are fulfilled. It is proposed to turn over the entire profits of their National Match Play Championship tournament, scheduled for Dec. 1-7 at the Olympic Club, to a fund for the relief of the unemployed.

On the basis of advance ticket sales, it is predicted that a tidy sum will be available for this purpose. Leading professionals from all over the country will compete in the tourney.

### Police Committee Studies Tournery Traffic Problems

The Police Affairs Committee is carrying on its plan of self-education with fine results to date. Not only are they fortunate in having interesting talks by members of the Police Department, but very instructive ones as well. The committee realizes that before they can hope to be of any material assistance it is vital that they have a thorough knowledge of the foundation work and every day routine which a police officer goes through.

Needless to say, the Police Department is cooperating to the fullest extent and each week Chief Quinn details an officer to speak before the committee on some phase of police work. Up to date the following talks or lectures have been given:

Chief Quinn and Sergeant McFee on the department in general; Sergeant McMahon on the robbery detail; Captain McDonald on the recovery of stolen automobiles; P. J. Murray on the accounting, filing and correspondence of the department; Captain Murray of the Fire Department on the fire-cooperation between the fire and police departments; Sergeant Bennett on the use and value of the radio in police work; Sergeant Melbury of the headquarters detail on the morale squad; Sheriff Fitzgerald on the need of a new jail and the cooperation between the Sheriff's office and Police Department; Captain Hoerikorn on bunco men and pickpockets; Sergeant O'Neill on finger prints and criminal psychology and Sergeant Mann on bad checks and forgery.

The main project before the committee at the present time is in regard to police and traffic matters at Lakeside during the golf tournament in December. It is planned that during that time there will always be someone in charge from the committee to act as an intermediary between the Junior Chamber and the Police Department. The entire committee has been out to Lakeside to study the situation close at hand and it is their first chance to work out the problems surrounding a situation of congested traffic.

Having backed Sheriff Fitzgerald in his successful efforts to have the jail bonds passed at the last election the committee took pride in that their first resolution turned out so well.

Because of the nature of the work the committee has been kept small and to date its members are: J. S. Garnett, chairman, Howard Brown, Thomas Larke, Jr., Ferrard Leicester, F. S. Spink, Philip Wyche and H. B. Given, Jr., representing the Publicity Committee.

Recently an article appeared in Police and Peace Officers Journal dealing with the Police Affairs Committee of the Junior Chamber of Commerce, which article we take the liberty of quoting:

"The young business men who form the Police Affairs Committee of the San Francisco Junior Chamber of Commerce feel that as the San Francisco Police De-

partment belongs to the citizens of the city and county of San Francisco, it is their duty, as citizens, to become intimately acquainted with the workings of this very important city department.

"This committee is composed of young men who take pride in San Francisco and who feel justly proud of the excellent record of the San Francisco Police Department. They take a keen interest in furtherance of everything pertaining to increasing the efficiency of the department.

"Some of these men, in addition to spending time studying the operation of the various bureaus at headquarters have actually attended lectures in the Police Department School of Instruction.

"When we consider that the young business man of today is the 'city father' of tomorrow, it augurs well for the future of our department to see the men who compose the San Francisco Junior Chamber of Commerce so sincerely interested in the welfare of our department. . . ."

### Jr. Chamber Makes Drive For Cruiser Christening

Following a number of suggestions from various sources the Marine Committee endorsed the campaign to christen the Cruiser No. 38 about to be laid down at Mare Island, the "San Francisco." Under the leadership of Gerald J. O'Gara and Chalmers Graham every important civic organization in the bay region and up and down the coast from Santa Barbara to Eureka joined in urging the Secretary of the Navy to restore the famous name of the west coast home of the Navy to the seas once more. At first it appeared that a campaign to christen the cruiser the "Palo Alto" was going to develop from the peninsula but with a most gracious gesture the city of Palo Alto joined in the general approbation of the plan to christen the cruiser the "San Francisco."

The officials of the Navy Department, the representatives of the bay region, in Congress, and the Senate report that satisfactory progress is being made and it is hoped by the next issue of the bulletin to have final approval from Washington and to have plans for the greatest christening ceremony ever held in America well underway.

### Essay Contest Sponsored By Industrial Committee

"Why Everyone Should Buy Home Industry Products" is the subject of the essay contest recently conducted by "Big Brother" (Paul M. Pitman) over KPO.

The more important purposes of this contest were: To obtain from the essays as many good slogans as possible together with sound reasons for buying home manufactured goods; and by urging the contestants to incorporate in their essays convincing arguments why people should spend their money at home, hoping thereby to strongly influence people into becoming "home industrially minded."

The contest closed on November 15, and fitting prizes in the form of radio sets will be awarded the winners. The judging will be conducted in the immediate future by a special committee from the Junior Chamber—sponsors of the Patronize Home Industries Movement.

This campaign is but one phase of the work being accomplished by the Industrial Committee toward the relief of the unemployment situation.

This committee, through the cooperation of the press, is securing a large amount of space fostering this cause.

**File your copy!**

# FACTS and CRACKS



Friends are welcoming Ralph Grady from an extended tour of South Africa. Grady will be remembered as former director, chairman of the Aero-Club and member of the Membership Committee.

or once we are able to omit our usual array of vital statistics and announcements of Ill, IV's, etc., in the way of new members. As far as we know there were arrivals to speak of in the past month.

Recently the Membership Committee again the guests of Paul Wood and his yacht, the Wailele. Box lunch was served followed by absence. The photographs taken on this are a bit disillusioning.

did requests: Some mug would like see a statue of Liberty erected on Alcatraz Island. So would the occupants of the island.

bbott Knowles, former member of the Omicrons Committee, passed through San Francisco on his way to Boston recently. From the expression on his face friends believe that perhaps his time as a bachelor is just about up.

Brethren and sistren," began the preacher, "I will preach to you this morn- on the present style of women's wear- apparel, take my text from de Book Revelations."

chairman J. F. Garnet of the Police Committee now has something concrete work upon. Recently his car was ked across from the police station was broken into—one radio and a r of pants being stolen.

Willard Johnson our dashing member of the Municipal Affairs Committee while being on one evening was accosted and on being asked to raise his hands, did

But alas, to the thug, one of said olds held a cane and said cane crashed (thug's head. Once more Willard pur- d his walk—alone?

## Junior Chamber Honors Naval Secretary

taking advantage of Assistant Secre- of the Navy D. S. Ingalls' flying visit the bay district, the Junior Chamber ough its Aeronautical Committee gave informal luncheon in his honor last

red Supple presided and President H. Threlkeld introduced Secretary als. Admiral Gale and officers of the 6th Naval District were invited

Secretary Ingalls is making a flying or of inspection of the Navy's Pacific ast aeronautical facilities. While in San Francisco, he tested the landing field at Sunnyvale and declared the site en- ly suitable for the Navy's needs.

So further government action will be en on the dirigible base until Con- sence convenes in December. At that time is expected that the House Naval Affairs mmittee will report out the Free Bill the Sunnyvale site.

## ARGENTINA WILL ENFORCE CUSTOM ACT

The International Trade Department has recently received the following information from the Consul General of Argentina in San Francisco, the Honorable Juan Carlos Godoy:

"Please be advised that, according to cable instructions received at this office on Saturday, the 8th inst., from the Provisional Government of the Argentine Republic, Article 36 of the Custom Act No. 11281 will be, in the future, strictly enforced by our Custom and Consular authorities.

"Above referred Article 36 provides as follows:

"(A) Declarations regarding either volume or weight must be stated in the Bill of Lading of goods shipped to Argentina, in conformity with the freight bases charged by the steamship companies, in all shipments of general merchandise in closed parcels; that is to say, boxed. (Note: In no case should both volume and weight declarations appear.)

"(B) Declarations regarding both weight and volume must be stated in the Bills of Lading when merchandise excepting boxed beverages are unboxed, such as iron, rails, lumber, bundles, sacks, drums, kegs, etc.

"For your guidance in this matter, it is pertinent to state that, in the case of (A), the crate or boxes should be stamped on the sides with the customary marks, numbers and the name of the steamer.

"The declarations in (A) and (B) must be made only on the negotiable copies of the Bills of Lading. The Consulates of Argentina under my jurisdiction will not demand the inclusion of these declarations in the manifests or non-negotiable copies of the Bills of Lading.

"I am further advised that our Custom authorities will not clear any merchandise when accompanying documents, that is to say, bills of lading, do not comply with the above regulations.

"These regulations become enforced on receipt of this communication."

## PRE-QUALIFYING ROUND HELD TO LIMIT LARGE FIELD OF AMATEURS

[continued from page 1]

the nation, from the West Coast to the Atlantic seaboard. One leading golf writer, whose articles are syndicated throughout the country, characterized the San Francisco tournament as the "coming fifth major event of the nation," and predicted that it will gain in popularity rapidly, due to the fact that the competitive element introduced by straight match play makes it more interesting than the medal system.

Another New York writer commenting on the match play feature and the high caliber of the entries, said that it was probable that Bobby Jones himself would find the San Francisco tournament harder to win than any of the four he has annexed this year.

Members of the Junior Chamber and their friends who wish to attend the tournament may secure season tickets, admitting them to all play for the full five days, at \$5 per ticket. Inquiries should be made at the office of the Chamber in the Merchants Exchange Building.

## FIRST FLIGHT DAY HAILED AS SUCCESS

[continued from page 1]

Associated with Byberg in its promotion are Tom Jennings, D. H. Hughes, Sidney Kahn, E. F. Marbourg, J. C. Maslo, Edwin H. Walter, James Bolph III, Julius Kahn, Merrill Morshand, Henry Eickhoff, Jr., Walter Swanson and Ralph Yambert.

## Welcome to New Members

The following new members joined the Junior Chamber during the period, October 11, 1930, to November 11, 1930:

Harold L. Zellerbach, Zellerbach Paper Co., 512 Battery St.; Ralph D. Lose, Transportation, Whiteoak Hotel; E. L. Tarkington, Grain Broker, 365 California St.; John K. Livingston, Livingston Bros., Geary and Grant Ave.; H. A. Hatcher, Market St. R. B., 58 Sutter St.; Chas. H. Baldwin, Hobart Estate Co., Balfour Bldg.; S. Woodsteneroff, Amer. Dist. Tel. Co., 150 Post St.; E. Morris Cox, Jr., S. L. Ohrstrom & Co., Pacific Bldg.; N. S. Wolff, Attorney at Law, 110 Balfour Bldg.; M. C. Gale, Buess Finance Corp., 111 Sutter St.; Frank P. Spinks, Import-Export, 62 Townsend St.; W. F. Beatty, Beatty Printing Co., 117 Sansome St.; Kenneth Elder, Walter S. Mann Co., 545 Sansome St.; Bohd, D. Scholtes, Attorney at Law, 718 Foxcroft Bldg.; M. A. Gremer, Wm. Taylor Hotel; E. Dinebo, Chas Nelson S. S. Co., 230 California St.; V. E. Noshkin, Plating Business, 910 O'Farrell.

## Western Players Want Title For California

[continued from page 1]

the first three days and \$3 for the final 36-hole match on Sunday, December 7. A \$1 per day charge will be made to witness practice rounds. Thus those purchasing season tickets effect a saving of \$4 or more.

When Bobby Jones and Dr. O. F. Willing, runner-up to Harrison Johnson at Pebble Beach, played an exhibition match here just after the 1929 National Amateur championship, a tremendous gallery turned out. With practically every other star golfer of the nation aside from Jones, who will not play in competitive events until next summer, entered in the event at Lakeside, the Junior Chamber of Commerce gallery committee, headed by Harrison Godwin and Sidney Kahn, expects to have its hands full December 1, 5, 6 and 7, handling the galleries.

The tournament here brings together for the first time in golf history both amateurs and professionals in a match play national championship. The only previous time Simon Pures and pros met at this style of competition was some years back in the Western Open, and it was an amateur Chick Evans of Chicago who annexed that title.

The 36-hole qualifying round at medal play, Thursday, December 4, will be played on both Olympic Club courses. Match rounds will all be played over the lake course, scheduled as follows:

Friday, December 5 First and second round 18-hole matches.

Saturday, December 6 Quarter and semi-final round 18-hole matches.

Sunday, December 7 Final match, 36 holes.

The \$7500 purse will be divided as follows: Winner \$1500, runner-up \$1000, two losing semi-finalists \$500 each, four losing quarter-finalists \$200 each, eight losing second round players \$150 each, sixteen losing first round players \$100 each. Trophies will go to the amateurs and there will be a prize for the winner of the qualifying round.

With over 1000 stories going out twice a week to the largest newspapers in the country from the Junior Chamber of Commerce publicity bureau, thousands of inches of space on sport pages have been devoted to the San Francisco tournament, advertising the golf facilities of this city and advertising the fact that this the capital of mid-winter sport activity.

Daniel W. Evans, 3rd vice-president; Gordon McDonald, chairman of sports committee, and Charles W. Fay, Jr., chairman of the golf executive committee, and the following members of this last named body have all worked hard to make the golf event a big success and deserve much credit for their efforts:

Lloyd Dinkelspiel, vice-chairman; B. J. Frankelmeier, finance; Walter Gerould, scoreboard and prizes; Harold Bayre,

## Sports Week Program Announced by Chairman

[continued from page 1]

boat race by U. S. Navy off the Marina, 1:30 p. m. Polo at Presidio field between S. F. and Monterey Presidios, 8:15 p. m. P. A. A. swimming meet at the Olympic Club. (Everyone welcome.)

Monday, December 1 Industrial League baseball championship game, 7 p. m. Sportsmen dinner at the Olympic Club at Lakeside.

Tuesday, December 2, 7:30 p. m. Far Western Amateur Boxing Championships at Dreamland Auditorium.

Wednesday, December 3, afternoon—Exhibition tennis match, Mrs. Helen Wills Moody versus picked member of Davis Cup team. Also other exhibition matches, 7:30 p. m. Finals of Far Western Amateur Boxing Championships at Dreamland Auditorium.

Thursday, December 4, 8 a. m.—Qualifying round National Match Play Open Golf Championship, (36 holes) 7:30 p. m. Basketball game for City Industrial Championship at Kezar Stadium.

Friday, December 5, a. m. and p. m.—First and second rounds of match play for National Match Play Open Golf Championship, 7:30 p. m.—Exhibition handball at Elks Club. (Messrs. Ramot and Paynter, national doubles champs, participating.)

Saturday, December 6, a. m. and p. m. Quarter and semi-finals of National Match Play Open Golf Tournament.

Sunday, December 7, a. m. and p. m.—Final round (36 holes) National Match Play Open Golf Championship.

Percy Lacey, director of athletics at the Olympic Club, is in charge of the swimming, boxing, ice hockey, handball and soccer events. Phil Neer is handling tennis, with Phil Morrissey at the head of the basketball and base-ball. Clyde King is at the helm as regards rowing, while Charles W. Fay, Jr., is chairman of the golf committee, and Al Young is arranging for the yachting and motor boat races. Capt. Meredith, athletic officer of the 9th Army Corps Area, is head of the polo activity.

Harold Hughes is in charge of arrangements for the Sportsmen's Dinner on December 1, when visiting newspaper men, Dartmouth and Stanford coaches and players, visiting coaches here for the big game and other celebrities will be guests of honor.

Harold Hughes is in charge of arrangements for the Sportsmen's Dinner on December 1, when visiting newspaper men, Dartmouth and Stanford coaches and players, visiting coaches here for the big game and other celebrities will be guests of honor.

contestants; Harrison Godwin and Sidney Kahn, gallery; Gerald Nauman, course; John G. Levison, rules; Lewis B. Reynolds, Ben Congdon, Robert B. Coons, publicity; E. P. Crossan, transportation; Seymour Turner and B. K. Vaughan, reception.

Look out for children and please drive carefully!...

# The Very Latest LEADS for NEW BUSINESS

**Real Estate**—Marshall Black, 2888 Mission; Chas. A. Byrne, 2888 Mission; Edw. A. Hayden, 321 to 312 Kearny; Gabriel L. McAuliffe, 11 Sutter to 100 Montgomery; Pacific Ports Realty Co., Ltd., de Young Bldg.; Fred E. Palmer, 58 Sutter to 1 Montgomery; Robinson Realty Co., 1955 Chestnut to 3230 Fillmore.

**Restaurants**—Apex Cafe, 400 Grant Ave.; Apex Restaurant, 6296 Mission; Gem Sandwich Shop, 215 Market; Grant Avenue Restaurant, 17 Adler; Market Coffee Shop, 611 Front; New Lido Restaurant, 5115 Geary; Floyd B. Shaffer, 183 1/2 Stevenson.

**Roofing**—American Roofing Co., 68 Belcher to 681 Market.

**Rustproofing**—Rustloy-Aluminum Sales Co., 557 Market.

**School**—Kiddie Castle, 3569 Washington. **Securities**—George A. Flint (investment), 315 Montgomery to 412 Kearny; Olivia Securities Co., 235 Montgomery.

**Service Stations**—Boland's Service Station, 11th Ave. and Irving; W. E. Bowers Service Station, 15th and Howard; McMurphy's Service Station, 4199 24th.

**Shampoo**—Schwartz's Medicated Shampoo Co., 1136 to 1067 Mission.

**Sheet Metal Work**—Aelma Sheet Metal Works, 57 Clementina.

**Shoes**—Will H. Murphy, 5845 to 5824 Geary; Williams-Marvin Co., 35 1st to 25 1st.

**Show Cards**—Harris-Kerrison Co., 973 Market to 90 Golden Gate Ave.

**Steamship Operators**—Bedwood Line Inc., 1 Drumm to 240 Front, Dock Office, Pier 21.

**Stenographers**—Pearl H. Condon (public), 918 to 870 Market; E. M. Kenyon (public), 68 Post; Stenographic Bureau, 333 Montgomery; Rae V. Wardle (public), Hearst Bldg.

**Storage**—Argonne Fireproof Storage Co., 3107 Mission to 988 Folsom.

**Tailors**—Ambassador Tailoring & Cleaning Co., 127 Eddy; Grant & Co., 702 Market; Kaufman & Goodman, 702 Market.

**Teacher**—Louis Allara (acc.), 535 to 511 Columbus.

**Toiletries**—Esprit d'Amour, 210 Stockton.

**Transfer**—Market Transfer Co., 1013 Battery.

**Upholstering**—Barrett Upholstering Co., 1720 Haight; Bernsdorf & Mitchell Upholstery & Drapery Shop, 376 Sutter.

**Vacuum Cleaners**—Joseph Bartz, 510 Eddy.

**Valves**—Washerless Valve Co., Ltd., 351 5th.

**Weather Strip**—Athey Co., 557 Market.

**Welding**—Thomson-Gibb Electric Welding Co., 320 Market.

**Window Shade Refinishing**—Save-A-Shade Co., 2947 Mission.

**Wood and Coal**—C. Cronin, 291 Day.

**Wooden Goods**—Folwell Bros. (mfgrs.), 833 Market to 19 1/2 H.

**Wrecking**—E. L. Breaud Wrecking Co., 73 Germania.

**Miscellaneous**—A. A. A. Building & Industrial Products Co., 557 Market; Advertising Artist Assn., 628 Montgomery; Burns' Freight Assn., 59 Main; California Natural Gas & Development Co., 133 California to 105 Montgomery; California Sewage Disposal Co., 325 Market; City Club, 467 O'Farrell; Coastal Trading Co., Inc., 593 Market; Community Welfare Leagues Service Bureau (A. C. Ochs), 235 Montgomery; L. C. Egan Maintenance Co., 899 Capp to 1595 Nac; Fletcher-Weil Co., 100 Potrero; Globe Wireless Ltd., 311 California; Greyhound Lines Travel Bureau, 53 5th; Hawaiian Game Products Ltd., 215 Market; Jack's Jobbing Shop, 1139 12th Ave.; Dr. F. F. Johnson, 2225 Howard; C. T. Leonard, 1171 Market;

Linofelt Sound Control Co., 557 Market; Mallory Ignition Sales, 1619 Pine; Missionary Education Movement, 760 Market; McDonald & Collett, 2146 Mission; National Dolor Stores Ltd., 2512 Mission; National Mineral Products Co., Ltd., 500 Berry to 105 California; North Electric Mfg. Co., 376 5th to 367 9th; Northwestern Institute, 715 North Montgomery; Old Mission Greens, 25th and Mission; Onyx Manufacturing Co., 857 Alabama; Pacific Coasting Bureau, 412 Market; Pacific Freight Lines Co., 187 Stewart; Peninsula Tree Surgery & Spraying Co., 320 Pine; Salinas Valley Freight Line Co., 130 Davis to 198 Pacific; Dr. Robt. A. Scarborough, Clay and Wender's Sierra Silver Fire Tree Co., Rhode Island and Division; Standard Tank & Seal Co., 100 Potrero; Superior Alignment Machine Co., 1645 California; Dr. Sulton's Products Ltd., 119 Fell; Truth Students Assn., 111 O'Farrell; Tuttle & Bailey Mfg. Co., 693 Mission; United States Graphite Carbon Co., 376 5th to 367 9th; Unity Club, Anglo Bldg.; Vimo Samo Co. (Karl Offers), 235 9th to 385 9th; J. A. Wallacker, 775 Market; Western Service Co., 151 to 171 Stewart.

## Transcontinental Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

**11743—Gypsum building blocks and tile, agricultural gypsum (land plaster), wall plaster, plaster of Paris, plaster-board, stucco, for export to the Hawaiian Islands, Cl., westbound:** Request that Item 970 of Tariff 29-T (I. C. C. No. 1236, H. G. Toll, agent), be made to also apply on shipments destined Hawaiian Islands.

**11744—Poker Chips, L.C.L., westbound:** Proposal to include poker chips in Item 5345 of Tariff 1-1 (I. C. C. No. 1216, H. G. Toll, agent).

**11745—Panel frames used as backing for piano keyboards in mixed carloads with lumber and other articles manufactured therefrom, eastbound:** Request that Item 185 of Tariff 17-K (I. C. C. No. 1210, H. G. Toll, agent), be amended to include panel frames used as backing for piano keyboards.

**11746—Wooden cloth winding cores or rollers, second-hand, L.C.L., eastbound:** Request for less carload rate of 81.90 per 100 lbs. from California to Group "1," Item 1673 of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11747—Beehives, h. D.; beehive lumber, in pieces cut to shape, Cl., westbound and eastbound:** Proposal to amend Item 1700 of Tariffs 1-1 (I. C. C. No. 1216, H. G. Toll, agent), and I-E (I. C. C. No. 1239, H. G. Toll, agent), Item 25, No. 1238, H. G. Toll, agent), and Item 335, Tariff 27-M (I. C. C. No. 1232, H. G. Toll, agent), to provide for non-application of commodity rates from or to southwestern territory; through class rates to apply.

**11748—Bottle, Cl., westbound:** Request for carload rate of 86.00 to 87.50 per ton on bottle (according to value) from Wheatland, Wyo., to the Pacific coast

under Tariffs 1-1 (I. C. C. No. 1216, H. G. Toll, agent), and I-E (I. C. C. No. 1239, H. G. Toll, agent).

**11749—Hay, Cl., eastbound minimum weights, Proposal to amend Items 2195-A, 1285-B, 1290, 1295, 1300, 1302 (Supplement 1), 4305 and 610 of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), to provide that the minimum carload weights shown therein are exceptions to Item 1402 of the tariff and to Rules 321 and 331 of current Western Classification.**

**11750—Paper bags, other than oiled or waxed, printed, L.C.L., eastbound:** Request that the entry covering paper bags, N. O. I. B. N., other than oiled or waxed, not printed, in Section 3, Item 63-B of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent) grades in Section 3, Item 2811) be changed to read:

Part-1 or two-for-one rules, 3 graded minimum weights.

**11750—Paper bags, other than oiled or waxed, printed, L.C.L., eastbound:** Request that the entry covering paper bags, N. O. I. B. N., other than oiled or waxed, not printed, in Section 3, Item 63-B of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent) grades in Section 3, Item 2811) be changed to read:

Part-1 or two-for-one rules, 3 graded minimum weights.

**11751—Glace fruit and almond paste, Cl., eastbound:** Request for inclusion of glace fruit and almond paste in Items 1231-C and 1290-A of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11752—Boxes, sheet iron or sheet steel, L.C.L., westbound:** Request for inclusion of boxes, sheet iron or sheet steel, in Item 3255 of Tariffs 1-1 (I. C. C. No. 1216, H. G. Toll, agent), and I-E (I. C. C. No. 1239, H. G. Toll, agent).

**11753—Hogs, in double-deck cars, westbound:** Request for establishment of double-deck rates on hogs from the Middle West (particularly Minnesota) to California, Tariff 36-B (I. C. C. No. 1223, H. G. Toll, agent).

**11754—Fire brick and fire clay, Cl., westbound:** Request for carload rate of 60c per 100 lbs. on fire brick and fire clay, minimum weight 50.00 lbs., from Group "A" to California, Tariff 1-1 (I. C. C. No. 1216, H. G. Toll, agent).

**11755—Wooden garment hangers, imported, L.C.L. and in mixed carloads with other woodware, eastbound:** Request for inclusion of wooden garment hangers in Item 1075 of Tariff 20-T (I. C. C. No. 1215, H. G. Toll, agent).

**11756—Wire cloth in mixed carloads with machinery, etc., westbound:** Request for amendment of Item 2960-Series of Tariffs 1-1 (I. C. C. No. 1216, H. G. Toll, agent), and I-E (I. C. C. No. 1239, H. G. Toll, agent), to include:

Wire cloth, iron or steel, in rolls or flat pieces; wire cloth, galvanized, in rolls or flat pieces.

**11757—Bed davenport, bed lounges and day beds, Cl., westbound:** Request for inclusion of bed davenports, bed lounges and day beds (Item 2755, Tariff 1-1 (I. C. C. No. 1216, H. G. Toll, agent), in Section 5 of Item 2875, Tariff 1-1.

**11758—Ventilating fans and casings, L.C.L., eastbound:** Request for reduced less than carload rates from the North Coast to eastern destinations, Tariff 2-Z (I. C. C. No. 1217, H. G. Toll, agent), account rates available via Panama Canal.

**11759—Liquefied chlorine gas, Cl., westbound to Port Angeles, Wash.:** Request for amendment of Item 2898 of Tariff 4-E (I. C. C. No. 1239, H. G. Toll, agent), to provide that rates named therein will also apply to Port Angeles, Wash.

**11760—Battery sealing compound in mixed carloads with batteries, westbound:** Request for inclusion of battery sealing compound in Item 2125 of Tariff 1-1 (I. C. C. No. 1216, H. G. Toll, agent).

**Supplement 1 to docket 11888—Pole line construction material, Cl., westbound (re-description):** Request for amendment of the description of Item 2170 of Tariffs 1-1 (I. C. C. No. 1216, H. G. Toll, agent), and I-E (I. C. C. No. 1239, H. G. Toll, agent), to read as follows:

Pole line construction material, iron

## Achievements Reviewed At Birthday Luncheon

The San Francisco Junior Chamber Commerce celebrated its third anniversary with a birthday luncheon on Monday, October 20, 1930, at the Palace Hotel. The luncheon was sponsored by Municipal Affairs Committee of which Lloyd Berendsen is the chairman.

J. H. Threlkeld the fourth and present president presided. He introduced Dr. Lession the first president, Mill Esberg, Jr., second president, and A. Brown the third president.

Ans. A. Folger, executive vice-president, reviewed the achievements of the Junior Chamber from the time that the organization was first projected in 1927 to the present time which included many accomplishments of which any organization might be justly proud. He further pointed out some of the major projects now facing the Junior Chamber among which the following are outstanding: bringing the naval dirigible base Sunnyvale, development of Harbor Drive into a civic celebration, continued work of fire prevention in the elimination of fire hazards and the efforts of the Industrial Committee to encourage industry to locate in San Francisco, to alleviate unemployment and the building of the bay bridges.

Lloyd Berendsen introduced Mayor James Rolph, Jr., the honor guest who urged the Junior Chamber to encourage any work that would bring prosperity and fame to San Francisco.

The luncheon was altogether one of the best in spirit and in attendance that the Junior Chamber has had for some time. The committee on arrangements, assisted from the chairman, included Carl Feilerbach, E. M. Cerf, C. J. Haly, Arthur Harzfeld, L. W. Abbott, Wilford L. Johnson, F. C. Hutchens and F. J. Wolff.

or steel, except as otherwise stated viz.:

Anchors, most pole or smoke steel (400 anchors); fangles (See Item 3730); bolts (See Item 3727); bridging rings or cable or wire hangers or rings; felvices (See Item 3110); cross arms; cross arm braces (See Item 3730); cross arms, wooden (See Item 3865); ground rod clamps, galvanized or copper coated; ground rods galvanized or copper coated, wild or without copper wire attached pole gaisns, pole head brackets; guy wire protectors; insulator brackets break arms or pins (Subject to note); insulator brackets, pins or pole steps, wooden (See Item 2155); insulator pin brackets; insulator pin thimbles; flag screws (See Item 3727); mast arms or brackets, pole or wall, nails, galvanized or copper coated; nuts (See Item 3727); poles electric wire; poles, electric wire wooden (See Item 3865); pole hangers clamps or straps; pole protectors bar, plate or steel; pole steps; racks pole wire strutting; rods, guy anchor; cable, rope or guy wire all thimbles, viz; clamps, clips, guy hooks sockets or thimbles; staples, galvanized or copper coated; turn buckles (See Item 3730); washers (See Item 3727).

Note Insulator brackets, break arm or pins may have wooden heads thimbles or lugs attached.

\*Subject to Item 858 (33 1/2 mixture limitation).

\*Not to exceed 5% of the total weight of the entire shipment.

**11608 (Amended)—Fruit wrapping paper, Cl., eastbound, Pacific Coast to Peninsula of Florida points:** Request for carload rate of 81.00 per 100 lbs. of fruit wrapping paper from the Pacific Coast to Group "K-1" under Tariffs 22 (I. C. C. No. 1217, H. G. Toll, agent), and 3-B (I. C. C. No. 1238, H. G. Toll, agent).

# BAKER AMENDMENT NECESSARY

## Victory Near In Nine-Year Tax Campaign

**S**UCCESSFUL conclusion of a campaign waged for nine years by the Chamber of Commerce to place California on a parity with other states in the matter of community taxes, and consequent saving of hundreds of thousands of dollars annually to Californians whose incomes are in the same class, loomed bright this week with an announcement from Washington that the United States Supreme Court had decided favorably in a similar case of our other states.

Under the direction of Colonel Allen G. Wright, general counsel for the Chamber, the case has been successfully fought through the United States District Court, and is now set for hearing in the highest court on January 12 of next year. That the Supreme Court will decide in favor of California's taxpayers is practically assured in the opinion of legal authorities to point out that our case is almost identical with the ones just decided. The states affected by the Supreme Court's decision are Arizona, Louisiana, Texas and Washington. The four states whose cases are yet to be heard are California, Ohio, Nevada and New Mexico.

A favorable decision by the Supreme Court will mean that income from community property may be reported for federal taxation by the husband and wife separately. Heretofore, the Government has contended such income must be reported in a single return by the husband alone.

The Washington decision represents a saving to taxpayers of more than \$100,000,000 in back taxes, which, being cumulative since 1927, would otherwise have been payable.

## FOREIGN TRADE CLUB TO HOLD ELECTION

Twenty names, from which fifteen will be elected to the executive committee of the Foreign Trade Club of the Chamber of Commerce, are being mailed to the club's membership today following the filing of the nominating committee, composed of three former presidents. The election will be held in December.

Following are the nominees: Wesley O. Ash, Robert Cabrera, Marshall F. Copley, H. H. Ebeley, H. K. Faye, Harry F. Grady, H. M. Huff, G. I. Kinney, J. McKeever, Percy R. Mott, E. A. Parker, R. Stanley Powell, Harry S. Scott, Roy T. Slaughter, Charles L. Wheeler, George S. Williams, Paul Dietrich, R. V. Wey, Richard D. Quinlan, Jr., and J. F. Person.

Members of the nominating committee are: E. W. Wilson, James Deatur, and William Hammer.

## George J. Presley Chosen by Board for High Office



## Executive V.-President Will Assume Duties After Next Year

**T**HE San Francisco Chamber of Commerce conducted a nationwide hunt for nearly a year—and found a San Franciscan.

George J. Presley, lawyer, clubman and business executive, was appointed Executive Vice-President of the Chamber of Commerce by its Board of Directors last Thursday. The title carries with it all of the duties and authority of General Manager.

Born less than fifty years ago in Big Bend, a crossroads town in Butte County which no longer exists, Mr. Presley has lived in or near San Francisco all but nine years of his life. He is in every sense of the word a San Franciscan.

Commenting on the Board's action, President Leland W. Cutler revealed that its members had considered men of national reputation in many sections of the East, determined that the one finally selected should be best qualified to occupy a position that requires initiative, courage and leadership. Presley was the

[continued on page 3]

## Two Other Alternatives Mean Loss to Taxpayers

**T**HE San Francisco Chamber of Commerce, the Junior Chamber of Commerce, the Real Estate Board and the Down Town Association, addressed a frank letter to the Board of Supervisors last Saturday urging that their committee ask Secretary of the Interior Wilbur for an amendment of the Baker Act as the best solution of the problem involving the distribution of Hetch Hetchy power.

These four organizations had in mind a letter received from Mr. Wilbur last month in which he pointed out that the city was confronted with a problem that could be solved in one of three ways. He itemized them as follows:

1. To cancel the existing contract with the Pacific Gas & Electric Company.
2. To submit to the voters another bond issue for the purchase of the power companies.
3. To request the amendment of the Baker Act.

In view of the fact that the last alternative involves in no way the question of future public ownership of the city's power distributing system, and that it does definitely offer a simple and direct solution of an involved situation, the four civic organizations above referred to endorsed it and suggested that the Board of Supervisors do likewise in their impending conference with Mr. Wilbur in Washington.

From press reports it is apparent that the Board of Supervisors object to this plan, which obviously leaves them with the two remaining alternatives, from which, unless they reconsider their action, they must now choose.

The first calls for the cancellation of existing contracts with the power company. This will mean a loss of \$2,000,000 a year to our taxpayers, or an increase of 26 cents in our tax rate. It is inconceivable that they will approve this.

The other involves a bond issue which was defeated 2 1/2 to 1 the last time it was submitted to the voters. It is hardly likely, therefore, that the Supervisors will approve this either. And they have already opposed the third proposition.

Following is the communication which was addressed to the supervisors by the Chamber of Commerce, the Junior Chamber of Commerce, the Real Estate Board and the Down Town Association:

"We understand that you have before you for consideration, a determination of the position which the city should take in its conference with Mr. Secretary Wilbur of the Department of the Interior, concerning the road and trail building obligations of the city under the Baker Act and the power distribution provisions of that act.

"With regard to those two matters, which appear quite definitely to demand some action upon your part, we respectfully request:

1. That the city administration determine what roads and trails it is prepared to build, establish their location, indicate a time for their construction and make such appropriation for the current fiscal year's road and trail building program as may be necessary.

2. That the city administration request Congress to amend the power distribution provisions of section 6 of the Baker Act so that any doubt will be definitely removed with respect to the right of the city to dispose of the electric power generated by the Hetch Hetchy project, as it may elect and find to its own interest.

3. In requesting that the trail and road building program be immediately undertaken and that the Baker Act be amended at this time, we are prompted by what we believe to be the present best interests of the city and county of San Francisco in connection with the Hetch Hetchy project. We believe that the agency contract, providing as it does for an annual income to the city in excess of \$2,000,000, should be continued for the present and that any doubt with regard to the validity of such a sale and distribution of power should be removed. An amendment to the Baker Act, such as we suggest, would place no obstacle in the way of future municipal ownership, nor would it commit the city or the people of San Francisco, either one way or the other, to any policy in the matter which they might at some later time wish to change.

4. There is in our opinion, no problem of greater moment before you than the determination of a frank policy on both issues raised by the Baker Act before the conference with Mr. Secretary Wilbur. We urge therefore that your action in this matter be both prompt and definite and that it be shaped to accord with the expression of public opinion as recorded in the power bond election of last August.

San Francisco, Calif.  
Civic Center,  
Public Library

# SAN FRANCISCO BUSINESS

NOVEMBER 26, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

## Transcontinental

# Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

**11761—Cotton cloth, fireproofed, oiled or waterproofed, not coated, N. O. S., I.C.L. and Cl., eastbound:** Request for inclusion of cotton cloth, fireproofed, oiled or waterproofed, not coated N. O. S., in Item 1608, Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11762—Benzol (benzene), industrial alcohol, nitric acid and anhydrous ammonia, Cl., eastbound—Shell Point, Calif. (Sacramento Northern Ry.), to Casper, Wyo., and Denver, Colo.:** Request for the following carload rates on benzol (benzene), industrial alcohol, nitric acid and anhydrous ammonia from Shell Point Calif. to station located 1-1/2 miles east of McAvoy, Calif., on the way to Sacramento, to Casper, Wyo. (Group G), \$1.25 per 100 lbs.; Denver, Colo. (Group J), \$1.00 per 100 lbs., Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11763—Foundry facings, core compounds, in lined bags, Cl., westbound:** Request that the heading of Item 2630, Tariff 1-I (I. C. C. No. 1246, H. G. Toll, agent), be changed to read:

Foundry Facings, Core Compounds, in barrels or in lined bags, viz.: \*\*\*\*\*

**11764—Fish, in brine, Cl., eastbound:** Request for establishment in Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent) of the same carload rates, minimum weight and package requirements on fish, in brine, from California to eastern destinations as now carried on berthing from the North Coast, Item 1876, Tariff 2-Z (I. C. C. No. 1247, H. G. Toll, agent).

**11765—Scrap wire rope, Cl., eastbound:** Request for carload rate of \$8.00 per ton, minimum weight 80,000 lbs., on scrap wire rope from California to "P. S." Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11766—Electric signs, I.C.L. and Cl. westbound:** Proposal to clarify the description of Item 3970, Tariffs 1-I (I. C. C. No. 1246, H. G. Toll, agent), and 4-E (I. C. C. No. 1239, H. G. Toll, agent), by specifically providing for non-application of rates of electric signs.

**11767—Boxes (flueboard, pulphord or strawboard), corrugated or other than corrugated, plain or waterproofed, printed or not printed, K. D. flat or folded flat, in crates or bundles, Cl., westbound—** from Evansville, Ind. (Groups C-C1), and Louisville, Ky. (Group "M"); Proposal to amend Tariffs 1-I (I. C. C. No. 1246, H. G. Toll, agent), and 4-E (I. C. C. No. 1239, H. G. Toll, agent), to provide for carload rate of \$1.00 per 100 lbs., on these boxes, minimum weight 40,000 lbs., from

Evansville, Ind., and Louisville, Ky., to the Pacific Coast via the following routes, subject to Rate 27 of Tariff Circular No. 20:

From Evansville, L. & N. R. R. to East St. Louis, Ill., or Memphis, Tenn., and connections.

From Louisville: L. & N. R. R., through West Point, Cloverport and Spotsville, Ky., to East St. Louis, Ill., or L. & N. R. R. through Shepherdsville, Auburn and Allensville, Ky., to Memphis, Tenn., and connections.

From Evansville and Louisville: Southern Ry. to East St. Louis, Ill., and connections.

Illinois Central R. R. to East St. Louis, Ill., or Memphis, Tenn., and connections.

Illinois Central—Yazoo & Mississippi Valley Railroad to Shreveport, La., via Vicksburg, Miss., and connections. Illinois Central R. R. to New Orleans, La., and connections.

**11768—Sheet rubber in mixed carloads with rubber tires, westbound:** Request for inclusion of sheet rubber in Item 3275 of Tariffs 1-I (I. C. C. No. 1246, H. G. Toll, agent), and 4-E (I. C. C. No. 1239, H. G. Toll, agent).

**11769—Coops or crates, animal or poultry (other than shipping), K. D. or folded flat, Cl., westbound:** Request for establishment in Tariff 1-I (I. C. C. No. 1246, H. G. Toll, agent), of the same carload rates, minimum weight 36,000 lbs., on coops or crates, animal or poultry (other than shipping), K. D. or folded flat (Item 2270) as applicable on coops or crates, animal or poultry shipping (Item 2275).

**11770—Asphaltic paving or flooring planks or boards, Cl., westbound:** Request for inclusion of an entry reading "asphaltic paving or flooring planks or boards" in Section 2 of Item 1775, Tariffs 1-I (I. C. C. No. 1246, H. G. Toll, agent), and 4-E (I. C. C. No. 1239, H. G. Toll, agent).

**11771—Electric dry cell batteries, Cl., westbound—** minimum weight: Request for minimum carload weight of 30,000 lbs., on electric dry cell batteries, Item 2425, Tariff 1-I (I. C. C. No. 1246, H. G. Toll, agent); no change in rates.

**11772—Poultry brooders and sheet iron or steel poultry feeders, hens' nests and poultry waterers, mixed carloads, westbound:** Request for inclusion of poultry brooders in Item 3209-series of Tariffs 1-I (I. C. C. No. 1246, H. G. Toll, agent), and 4-E (I. C. C. No. 1239, H. G. Toll, agent), or that sheet iron or steel poultry feeders, hens' nests, K. D., and sheet iron or steel poultry waterers be included in Item 2270 (Section 2) of the tariffs.

**11773—Magazines and periodicals, I.C.L. westbound:** Request that magazines and periodicals be transferred from Section 1-I to Section 2, Item 138, Tariffs 1-I (I. C. C. No. 1246, H. G. Toll, agent), and 4-E (I. C. C. No. 1239, H. G. Toll, agent). (Rates in Item 1410-series.)

**11774—Fresh or frozen shrimp for export to Hawaiian Islands, westbound—** from Texas Gulf ports: Request that export rate of \$1.50 per 100 lbs., mini-

imum weight 30,000 lbs., from Texas Gulf ports in Item 1055-B, Tariff 29-T (I. C. C. No. 1236, H. G. Toll, agent), be made to also apply on Hawaiian Island traffic.

**11775—Cereal food preparations and macaroni, noodles, spaghetti, Italian paste, vermicelli, mixed carloads, westbound:** Request that Item 2030 of Tariffs 1-I (I. C. C. No. 1246, H. G. Toll, agent), and 4-E (I. C. C. No. 1239, H. G. Toll, agent), be amended to include articles as described in Item 2030 of the tariffs in mixed carloads.

**11776—Automobile lamp lenses, I.C.L. westbound:** Proposal to add automobile lamp lenses in Item 2980 of Tariff 1-I (I. C. C. No. 1246, H. G. Toll, agent).

**11777—Ventilators (chimney or roof) in mixed carloads with barn equipment, westbound:** Request for inclusion of ventilators (chimney or roof) in Item 3745 of Tariffs 1-I (I. C. C. No. 1246, H. G. Toll, agent), and 4-E (I. C. C. No. 1239, H. G. Toll, agent); the weight of the ventilators not to exceed 10 per cent of the entire carload.

**11778—Pipe coating and pipe wrapping felt in mixed carloads with pipe, westbound:** Request for inclusion of pipe coating and pipe wrapping felt (not to exceed 5 per cent by weight) in Item 3450 of Tariffs 1-I (I. C. C. No. 1246, H. G. Toll, agent), and 4-E (I. C. C. No. 1239, H. G. Toll, agent).

**11779—Methanol (wood alcohol), Cl. eastbound:** Request for inclusion of methanol (wood alcohol) in Items 2480 and 2485 of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11780—Brass pipe or tubing, I.C.L. eastbound:** Request for inclusion of brass pipe or tubing nickel-plated or not nickel-plated, in bundles, in Item 1891 of Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

**11579 (Amended)—Koa, laurel, maple and Oriental logs, fitches, stumps and burls, imported, Cl., eastbound:** Proposal to amend Item 810 of Tariff 30-T (I. C. C. No. 1245, H. G. Toll, agent), to apply on koa, laurel, maple and Oriental logs, fitches, stumps and burls, originating Hawaiian Islands.

**Supplement 1 to Docket 11683—Sheet roofing fasteners in mixed carloads with iron or steel building corners or corner shields, ceiling or siding, flashings, roofing, shingles, etc., westbound:** Request for inclusion of sheet roofing fasteners in Item 3600-A, Tariff 1-I (I. C. C. No. 1246, H. G. Toll, agent).

**11721 (Amended)—Glass bottles, carboys, demijohns, jars, tumblers and other articles as described in Item 2346-series, Tariffs 1-I (I. C. C. No. 1246, H. G. Toll, agent), and 4-E (I. C. C. No. 1239, H. G. Toll, agent), Cl., westbound:** Request for 25 per cent reduction in the rates on these articles from points in Oklahoma taking Group "H" rates in Tariff 1-I and Groups "I" and "J" rates in Tariff 4-E.

## Permanent Art Galleries

Beaux Arts Galerie - 166 Geary Street  
East-West Gallery - 609 Sutter Street  
de Young Museum - Golden Gate Park  
Courvoisier Gallery - 474 Post Street  
Gump Galleries - 246 Post Street  
Legion of Honor Palace - Lincoln Park  
Paul Elder Gallery - 239 Post Street  
Valdespino Gallery - 345 O'Farrell Street  
Vickers, Atkins & Torrey - 550 Sutter St.  
Worden Art Gallery - 312 Stockton Street  
Schwabacher-Frey Gallery, 735 Market St.  
Workshop Gallery - 536 Washington St.

# Foreign and Domestic TRADE TIPS

## Foreign Trade Tips

Inquiries concerning Foreign Trade Tips should be made to the International Trade Department of the San Francisco Chamber of Commerce, Davenport 5000, list numbers being given.

**20651—Representation.**

Nuevitas, Cuba. Party is interested in obtaining the representation of a beer exporter to Cuba.

**20652—Seeds, etc.**

San Francisco. French exporters of Marjoram and thyme leaves, celery seeds, psyllium seeds, fennel seeds and gentian roots seek an agent in San Francisco.

**20653—Drugs and Chemicals.**

Hamburg, Germany. Party is interested in working as selling and buying agent for drugs and chemicals, in Hamburg.

**20654—Representation.**

Hamburg, Germany. Firm is desirous of representing in Hamburg, or entire Germany, local exporters of butter and similar products.

**20655—Lamps.**

Tokyo, Japan. Exporters of electric decoration, and fancy colored lamps desire to contact local importers.

**20656—Dry Salted Calf Hides.**

Tokyo, Japan. Firm desires to import about 3000 dry salted calf hides every two months for the manufacture of portafuribles. Also interested in hides of tamed alligators. Packing instructions etc., available.

**20657—Electric Light Bulbs.**

Yokohama, Japan. Exporters of electric light bulbs made in Japan are desirous of getting in touch with local importers.

**20658—Retail Grocers.**

Monterrey, Mexico. Packers of peach preserves, piquant sauces, etc., wish to contact local retail grocers.

**20659—Mohair.**

San Francisco. A large commission and exporting firm in the Hawaiian Islands wishes to correspond with manufacturers of mohair, to receive samples, prices and size.

## Domestic Trade Tips

Inquiries concerning Domestic Trade Tips should be made to the Domestic Trade Department.

**D-3611—State Representation.**  
San Francisco. Local brass manufacturer desires to contact with party of firm to act as sales representative for California on new brass broom rack, preferably one in position to sell direct to consumer.

**D-3612—Representation.**

Cleveland, Ohio. Firm desires to contact dealer or organization in a location frequented by tourists, for distribution and sale of road maps. Details on file.

**D-3613—Sales Agency.**

Richmond, Virginia. Firm desires to appoint a sales agency in San Francisco for the sale of flavoring extracts to manufacturers of candy, pastry, ice cream, etc.

**D-3614—Manufacture and Sales Distribution in S. F.**

Los Angeles, Calif. Manufacturers of rust proof liquid desires to contact firm who could be interested in manufacturing and sales distribution of same. Details on file.

**D-3615—Sales Connection.**

New York City. Firm interested in contacting with manufacturers in San Francisco for the sale in New York territory of their food stuff, etc.

**D-3616—Representation.**  
San Diego, Calif. Party familiar with eastern and middle west trade is interested in contacting local manufacturers

# Industrial Development

REPORTED BY THE  
Industrial Department of S. F. Chamber of Commerce

## NEW INDUSTRIES

**General Talking Picture Corporation of New York City** have established a factory branch at 291 Golden Gate Avenue the distribution of their products in the San Francisco Market Area. Jack Papp is northern California manager.

**Williams Engraving Company** has established a factory at 545 Sansome Street where they will engrave wooden printing plates for publishers and advertising agencies.

## EXPANSIONS

**ruscon Steel Company** with Northern California headquarters in the Call Building are rapidly completing a fifty thousand dollar one-story steel frame and concrete warehouse building at Carroll and Newhall streets according to Superintendent W. H. Freeman. The new structure will be 60 by 160 feet and will be equipped with a crane and runway on the south side of the building. The concern manufactures steel rods, etc.

modern 8750,000 concrete pile structure. The new dock will be 150 by 800 feet, equipped with modern facilities for serving ships, and will include a steel and concrete shed.

**Langendorf-United Bakers** are erecting a \$5000 building to their factory building at 1100 McAllister Street. The new structure will provide loading facilities for the distribution of their bakery products in the San Francisco area. In addition to the local plant, the concern operates other bakeries in the principal Pacific Coast cities. [continued on page 4]

The California State Harbor Commission is soon to replace Pier 23 with a

king toward acting as representative that territory.

**3617—Manufacturer with Capital.** Holland, Michigan. Party with patterns, dies, jigs and fixtures interested in locating firm in San Francisco Bay district who will take over the manufacture and financing of washing machine.

**3618—Sales Representative.** Milwaukee, Wis. Manufacturers of men's, women's and children's raincoats interested in securing sales representative in this territory.

**3619—Manufacturer or Importer.** Blackwell, Oklahoma. Party desires to handle line of goods to handle in Oklahoma, and with references and financial statement will be furnished.

**3620—Local Representation.** Oakland, Calif. Party interested in securing representation for new electrical specialties to market in the eleven western states.

**3621—Distribution.** San Francisco, Calif. Local importer wishes to distribute imported talcum powder to user of large quantity.

**3622—Commission Selling Agents.** Brooklyn, N. Y. Firm manufacturing fitted sportswear wishes to connect with reputable firm in this territory to present them.

**3623—Representatives.** Fort Wayne, Ind. Manufacturers of electric refrigerators and oil burners are seeking for aggressive young men with no sales experience to act as selling agents for them in this territory. Full details on file.

**3624—Sales Representative.** New York City. Firm interested in establishing in San Francisco a representative for the sale and servicing of electro chlorinator for swimming pool fertilization.

**3625—Building Specialty Representation.** Los Angeles, Calif. Firm manufacturing a line of built-in building specialties is desirous of making a connection with building specialty concern in this city.

**3626—Sales Representation.** Indianapolis, Ind. Firm wishes to represent some local manufacturer or concern in need of high grade and intelligent sales representation through Indiana, Southern Ohio, and Kentucky.

**3627—Agency.** New York City. Firm desirous of obtaining an agency for the exclusive western distribution of an unfermented grape juice.

## George J. Presley Appointed Executive Vice-President

[continued from page 1]

final choice and was given the unanimous vote of the Board.

Since his graduation from Stanford University in 1907, Mr. Presley has been closely identified with San Francisco's business and club life. He is now serving a second term as president of the University Club and is a member of the Bohemian, Olympic, and Burlingame Country Clubs. At Stanford he was captain for four years of the university's baseball team, and after graduating succeeded the famous Jimmy Magan as football coach. He served an interim term as a member of the Board of Trustees of Stanford, and is now its attorney and past president of the Alumni Association.

Mr. Presley is a graduate of the Longfellow Primary School, the Lincoln Grammar School, and Humboldt Evening High School in San Francisco.

Before taking up the practice of law, in which he is now engaged as a partner in the firm of Thomas, Beely, Presley and Paramore, he was associated with Baker & Hamilton, pioneer hardware firm in San Francisco.

Mr. Presley will assume his duties with the Chamber of Commerce around the first of the year.

## "Snow Ferry" Service Established by S. P.

The Southern Pacific Company have established for the winter season the so-called "snow ferry" service between San Francisco and Reno due to the fact that the highways are now blocked by snow.

Especially equipped baggage cars with end doors are provided so that automobiles may be run into the car either at Reno or Sacramento for transportation over the high Sierras.

## NOTICE TO SHIPPERS

Advice has been issued by Mr. R. C. Fyfe, chairman, Western Classification Committee, that eastern and western carriers have now agreed to extend to June 30, 1931, the time for the use of the old forms of domestic bills of lading—both "straight" and "order notify," when properly over stamped with a rubber stamp.

## "NATIONALIST CHINA" ON FILE IN LIBRARY

Dr. Henry K. Chang, the Chinese Consul General in San Francisco, has presented the Chamber of Commerce with a copy of "Two Years of Nationalist China," edited by M. T. Z. Tsau, U. D. Dr. Tsau is the premier Chinese publicist; is Director of the Intelligence and Publicity Department, Ministry of Foreign Affairs.

This volume undertakes to explain Nationalist China, to discuss the organization of the government, its success or failure, and its accomplishments, and to tell its message to the world.

"Two Years of Nationalist China" is available to members in the International Trade Department's library.

## Chamber of Commerce to Honor Rolph at Dinner

Governor-elect James Rolph, Jr., accepted yesterday an invitation to dinner at the Palace Hotel, on Tuesday evening, December 16, at which he will be the guest of honor of the entire membership of the San Francisco Chamber of Commerce.

The banquet, which will be held in the Palm Court, will attract the largest turnout of business and industrial leaders in recent years, and will be a fitting tribute to the man who, many years ago, was president of the old Merchants Exchange. Incidentally, it is pointed out that Jim Rolph held this position for three consecutive terms, establishing, even then, a record that has never been tied. President Leland W. Cutler will preside, and other speakers will include many of the city's business leaders.

Invitations to the banquet will be mailed to all members of the Chamber of Commerce and the Junior Chamber during the week, and it is anticipated that the capacity of the Palm Court will be taxed to accommodate the acceptances.

In accepting the invitation, which was sent by President Cutler, Mayor Rolph wrote: "It is very rarely that a man receives such an invitation, and I am very proud to be so highly honored. I accept with the deepest feeling of appreciation of the great honor you propose to do me."

## Japan Society to Honor Prince Tokugawa at Dinner

More than a thousand invitations have been issued by the Japan Society of America, assisted by the Japanese Relations Committee of the Chamber of Commerce, to a dinner in honor of Prince Iyemoto Tokugawa, President of the House of Peers of Japan. The dinner will be held at the Fairmont Hotel on Friday, November 28.

Prince Tokugawa, who is the leading citizen of Japan, and head of the family which formerly ruled the Empire, will arrive in San Francisco Thanksgiving Day after a visit to England and Canada, in the latter country visiting a son who is in the diplomatic service. He will sail for Japan on Saturday, the 29th.

Wallace Alexander will preside at the dinner and Leland W. Cutler, president of the Chamber of Commerce, will be the principal speaker. Details of the reception and dinner are in the hands of Robert Newton Lynch, head of the Chamber's International Relations Department, and K. Wakasugi, Japanese consul here.

## Very Latest Leads for NEW BUSINESS

Listed below are the names of new firms and changes of address of old firms engaged in the business under which they are classified. Domestic Trade Department.

**CORRECTION: Lumber**—L. D. MacDonald previously reported as having moved from 165 California to 1320 Van Ness Avenue, in error. Present address, Room 343, 165 California.

**Advertising**—Pacelle Advertising Staff, 111 Sutter; Whitelsey & Gassaway, 222 Kearny.

**Apartments**—Solano Apartments, 1370 California.

**Art Goods**—Wing Fat Co., Inc., 543 Grant Ave. to 811 Stockton.

**Artists**—W. A. Sperry, Jr. (commercial), 703 Market to 507 Montgomery.

**Associations**—Chinese Native Sons, 1011 Stockton; State Association of California Architects, 557 Market.

**Attorneys**—John T. Rudden, Jr., Hearst Bldg.; A. K. Whitton, 268 Market.

**Auto Painters**—E. F. Hall, 666 Eddy.

**Auto Rental**—United Auto Rental Service, 166 Eddy.

**Auto Service**—Brink Auto Repair Shop, 105 DuBois; Forbes Auto Repair Shop, 1570 Waller; Hudson-Exsex Authorized Repair Shop, 1600 Buchanan; Bite-Way Auto Repair, 1233 Geary; Standard Top & Body Works (H. T. Bielawski), 1159 Post to 1225 Sacramento.

**Baking**—Fan Day Fruit Cake, 3232 Sacramento; Paramount Bakery, 2900 Mission.

**Beauty Shop**—De Lantheume Beauty Salon, 9 Hillcrest Drive.

**Beverages**—Golden Glow Beverages (Fred Meyer), 36 Elgin Park.

**Brakes**—Ohlsen Brake Service, 719 Turk.

**Brokers**—Kaufman Cohn, 235 Montgomery; Federal Bonding Co., 716 Kearny; Smith Wylie & Co., Ltd., 564 Market; W. M. Thompson & Co., 830 Market; Albert A. Vanucci, 601 Montgomery.

**Cabinets**—Kelvinator Sales Corp. (ice cream), 339 Bryant to 117 Sutter; Nizer Division Kelvinator Sales Corp. (ice cream), 339 Bryant to 117 Sutter.

**Candy**—Wilford Products Co. (Sunford & Williams), 84 24.

**Cards**—El Capitan Card Shop, 2369 Mission.

**Casing and Water**—G. Weissbaum & Co., 137 11th to 127 11th.

**Casters and Gliders**—F. E. Chapin, 681 Market.

**Chiropactors**—Dr. Adela Bios Keller, 693 Sutter; Dr. Eric Prendergast, 693 Sutter.

**Cigars**—Armstrong's Smoke Shop, 415 Gough.

**Cleaners**—American Cleaning & Dyeing Works, 152 Balboa to 181 Harvard; Ocean Ave. Tailors & Cleaners, 2377 Ocean; Parrot Cleaners, 1330 to 1911 Ocean; Rite-Way Cleaners, 1931 Balboa; Twenty-First St. Cleaning Shop, 969 Valencia; United Home Service, 156 Presidio Ave.

**Clocks**—Chicago Watchman's Clock Co., 648 Howard.

**Clubs**—San Francisco Bridge Club, Leavenworth and McAllister; Tennis Club of S. F., 519 California.

**Contractor**—Jesse D. Hannah (building), 825 Sansome to 251 Kearny.

**Cotton Goods**—Joshua L. Bailly & Co. (Chas. E. Dupree), 22 Battery to 552 Mission.

**Decorator**—Kennedy Owen, 565 Sutter to 210 Post.

[continued on page 4]

**File your copy!**  
It Contains  
Valuable Trade Information

# S. F. Metropolitan Area Embodies Five Counties

**S**AN FRANCISCO has a new industrial status among the "big cities." This is the word flushed to the Industrial Department of the Chamber of Commerce today (Friday) by W. M. Stewart, director of the Bureau of the Census in Washington.

In response to repeated protests from the Chamber during the last year, the Census Department has decided that San Francisco is entitled to a metropolitan area embodying five complete counties. They are: San Francisco, San Mateo, Alameda, Contra Costa and Marin.

Heretofore only adjoining portions of the adjacent counties were included, which, according to the Chamber, presented an unfavorable and incomplete picture of San Francisco's potentialities to eastern industrialists.

The Washington ruling is a compromise of the Chamber's contention that nine field counties should embrace the rightful industrial area of San Francisco, but it was pointed out that in California there are only two industrial areas, namely, "San Francisco-Oakland and Los Angeles."

Mr. Stewart explains that: "In the 'San Francisco-Oakland' area the Bureau has included five counties, viz.: San Francisco, Alameda, Contra Costa, San Mateo and Marin. The first three are included because of their industrial importance, each reporting in excess of 10,000 wage earners; San Mateo because it is contiguous to San Francisco, and Marin because it is separated from San Francisco by only a narrow channel which may be bridged in the near future.

"The other three counties on the north side of the bay," says Stewart, "Sonoma, Napa and Solano, were not included because of the small amount of manufacturing carried on in each of them (fewer than 1000 wage earners each in two of them and fewer than 1500 in the third) and because of the distance from either San Francisco or Oakland to the nearest corners of them.

"Santa Clara County on the south," he says, "although representing an appreciable quantity of manufacturing, is too far distant to be considered a portion of San Francisco's industrial area."

In closing, Mr. Stewart says: "The number of individual areas and the portion of the United States covered by such areas for which statistics will be shown in this census by individual industries will be very much larger than has been the case at former censuses; and the amount of information which will be supplied relative to manufacturers will be many times larger than heretofore. Taking this into account, and also remembering that it is necessary for all areas in the county to be treated on a comparable basis, and that San Francisco and Oakland will receive much more recognition than they have in the past, I hope that you will agree with me that these cities have been given as much consideration as it is practicable under existing conditions."

Confirming Stewart's communication is a wire from C. B. Dodds, Washington representative of the Chamber of Commerce, to the effect the Census Bureau will publish multi-county figures of industrial production, which will be segregated by industries without reference to individual firms. These will represent eight or ten counties, and will place San Francisco in a more favorable position with other industrial communities than it has occupied in the past.

# The Very Latest LEADS for NEW BUSINESS

[continued from page 3]

**Delicatessens**—Gilmore's Delicatessen, 1239 Geneva; F. Luehl, 1758 Divisadero; Mrs. Newman Delicatessen Shop, 571 Hayes.

**Delivery Business**—Commercial Parcel Delivery, 681 Market to 245 California.

**Dentists**—Dr. J. F. Briggs, 760 Market to 135 Stockton; Dr. Charles M. Legg, 870 Market to 135 Stockton; Dr. Wilbur W. Willis, 1101 Irving to 450 Sutter.

**Designer**—G. M. Owen, 210 Post.

**Doors**—Rot-Top Doors Kinnear Mfg. Co., 111 Market.

**Dresses**—Sachs Mfg. Co., 160 Geary to 912 Market; Sunny Frocks Inc., 1036 Market.

**Drugs**—Anchor Drug Co., 509 to 515 Columbus.

**Electrical**—Detroit Electrical Specialty Co. (C. W. Battifol), 1095 Market; Drew Electric Co., 311 Eddy; Golden Gate Electric Co., 1356 to 1230 Polk; Herzog Electric & Engineering Co., 172 Steuart to 560 Bay.

**Express**—Economy Fast Freight Service, 247 Fremont; Intercity Fast Freight, 279 Fremont; Truck Transportation Co., 8th and Braunan.

**Exterminating**—California Insect Exterminating Co., 945 Golden Gate Ave. (F. Malt—Figueroa Co., 367 3d).

**Floor Finishing**—Reliable Floor Finishing Co., 110 Sutter.

**Fruit**—American Fruit Growers Inc. of California, 85 2d.

**Furniture**—Grossman Furniture Co., 904 McAllister; Harry's Furniture Exchange, 1727 O'Farrell to 1535 Steiner.

**Golf Courses**—My Favorite Golf Greens, 215 W. Portal.

**Golf Sets**—Wm. A. Tregay, 376 5th.

**Grain**—Renovada Mill & Grain Co., Inc., 1 Montgomery.

**Grocers**—Kennedy Bros., 16 Chesley; A. R. Kirichenko, 1601 O'Farrell; Denis McHenry, 1162 Ellis; Moss Food Shop, 1166 Haight; Sill's Economic Groceteria, 580 Frederick.

**Hardware**—Western Hardware Corp. (W. P. Collins), 217 to 209 Tehama.

**Heaters**—Sand's Water Heater Co., 557 Market.

**Hosiery**—Chas. F. Shedd, 22 Battery to 552 Mission.

**Hotels**—Hotel Flower, 129 Bush; Hotel Leland, 1315 Polk.

**Ink**—International Printing Ink Corp., Ltd., 237 1st.

**Insurance**—American Foreign Realty & Insurance Co. (J. C. Klemis), 321 Bush; Belt Casualty Co., 111 Sansome; Belt Fire Insurance Co., 111 Sansome; Belt Underwriters Inc. (Geo. O'Hara), 111 Sansome; S. Caro, 220 Post; Cravens Dargan & Co. (general), 111 Sansome; Jay Allen Fiske, 225 Bush to 235 Montgomery; Home Accident Insurance Co., 510 Sansome to 225 Montgomery; Home Fire Insurance Co., 235 Montgomery; San Francisco Life Insurance Co., 235 Montgomery.

**Jewelry**—A. H. Davis Co. (novelties), 153 Kearny; G. E. Grossman, 210 Post; A. Orenduff, 2016 Sutter; Joe Weiner, 1351 Fillmore.

**Kimono**—Cherry Kimono Shoppe, 470 Bush to 456 Grant Ave.

**Ladies' Wear**—Stephanie Shoppe, 281 O'Farrell to 386 Geary.

**Lumber**—Southern Redwood Corp., 1 Drumm to 210 Front.

**Manufacturers' Agent**—Harry Stone, 325 Market.

**Markets**—Greg's Fruit Market, 2929 Fillmore; Harbor View Meat Market, 1886 Union; Oldrich Janerik, 1301 Ellis; Palace Market, 1137 Haight.

**Misc.**—C. R. Haley Co., 433 California.

**Miliners**—Josette Miliners, 800 Sutter.

**Mops**—Ostliek Co., 1063 Market.

**Notary Public**—Florence Mullaney, Koll Bldg.

**Notions**—Fred's Place, 3616 Geary.

**Novelties**—Upton Novelty & Manufacturing Co., 2109 Geary; Shalom Yuhia (wholesale), 821 Market.

**Oil**—California Potential Oilfields Ltd., de Young Bldg.

**Paints**—Aero Co. of California Ltd. (E. B. Hagar), 116 New Montgomery to 280 Battery.

**Paper**—Carter Rice & Co., 175 Fremont to 210 Howard; Hawley Pulp & Paper Co., 311 California.

**Photographer**—G. B. Argall, 1617 California.

**Radio**—National Radio Service Co., 2231 Market to 1230 Polk.

**Radio Service Laboratory**—Schirmer & Murray, Chronicle Bldg.

**Real Estate**—Colquhoun & Steele, 5100 to 2845 Mission; Louisa-Mar Co., 582 Market.

**Restaurants**—F & T Coffee Shop, 1501 Folsom; Far East Cafe, 631 Grant Ave.; Little Dipper Sandwich Shop, 321 Mason; Rizal Cafe, 860 Kearny; Williams Cafeteria & Coffee Shop, 311 Sutter; Yick Fong Low, 1658 O'Farrell.

**Saws**—P & C Saw Works, 323 10th.

**Scavengers**—Serv-U-Garbage Co., 580 Market to 365 Vermont.

**School**—Bob Allen School of Music, 935 Market.

**Service Stations**—Golden Gate Service Station, N. Point and Larkin; Wakefield's Service Station, 2, 601 Potrero.

**Sheet Metal**—Frank Calderoni Sheet Metal Works, 1808 to 1211 Powell.

**Show Cards**—J. M. McCarthy, 1922 Mission.

**Signs**—Lewis F. Jennings (card), 1038 Larkin.

**Stationery**—Sather Gate Engraving Co. (Don Hill), 760 Market.

**Stencils**—University Stencil Co., 1013 Mission.

**Stocks and Bonds**—Julius D. Perlite, 130 California.

**Surveyors & Appraisers**—Tomlinson & Co., 114 Sansome.

**Tailors**—Frank Cardinale, 551 Columbus; Nash The Nations Tailors, 821 Market; Rosenberg & Gabert Co., 81 Market.

**Travel Bureau**—Bristed-Manning Travel Service Inc. (Alice W. Carr), 210 Post.

**Valve Specialties**—Neilan Co., Ltd. (Wm. S. Waldrip), 16 Avila to 2333 Bay.

**Valves**—Washerless Valve Co., Ltd., 351 5th to 136 Fremont.

**Watchmaker and Jeweler**—Moses Kaplan, 1351 Fillmore to 760 Market.

**Wheel Aligning**—James Wheel Alignment Co., 9th and Folsom.

## Industrial Development

Reported by the Industrial Department

[continued from page 3]

### NEW INDUSTRIES

**Chevrolet Commercial Body Division of Chevrolet Motors Company** has established a branch assembling plant at 2600 Harrison Street. The new concern occupies 600 feet of floor space with spur-track facilities and will receive warehouse, and assemble bodies for all types of trucks and commercial vehicles. Home offices of the new concern, which was formerly owned by the Martin-Parry Corporation, are located at Indianapolis, Indiana. Charles D. Sheldon has been appointed local plant manager.

**Washerless Valve Company**, 136 Fremont Street, has recently started the manufacture of a newly invented monel and brass valve which requires no washers. Distribution of the product, which is used on

all types of valves, flushometers, etc., being made to all parts of the United States from the local concern of which Charles Camp is general manager.

**McAuliffe Sign Company** has recently established a plant at 132 Turk Street where they will manufacture process signs. W. J. Critchley will manage the concern.

**Solvit Chemical Company** has recently established headquarters at 7 Froo Street for the distribution of their "Solvit" liquid boiler compound. The product is now being made at their factory 651 Bryant Street, General Manager Lowenthal reports, and will be produced in greater volume during the next few months.

### EXPANSIONS

**Associated Oil Company**, with headquarters in San Francisco, have started work on a new two million dollar addition to their refinery at Avon, Contra Costa County. The plant will be a complete refinery unit of the tube and lam type and is said to be the world's largest. It will include cracking furnaces, bubble towers, re-run stills, etc., capable of converting 10,000 barrels of crude oil into gasoline and other products each day.

**Challenge Creamery & Butter Association**, now located at 807 Montgomery Street, has just let a \$115,860 contract for the erection of a new factory building at 18th and York Streets. The new structure will be two stories and basement class "B" construction containing 82,200 square feet of floor space. According to Manager O. J. Kennedy of the local plant the concern contemplates expanding their business in the handling of dairy products, in addition to butter which will be packed in the new plant. Plans of the building provide for a foundation heavy enough to carry two additional stories when needed. The Challenge Company is a cooperative association of twenty creameries, owned by dairymen of California and Idaho.

**Diamond Electric Manufacturing Company** located at 1261 Folsom Street will soon move into a new building being erected for them by L. Johnson on Potrero Avenue near 15th Street. The new class "C" office, factory and warehouse building containing 130,000 square feet of floor space enlarged facilities for the concern's rapidly growing electric products business, employing about 10 people. Diamond switches are also made in Los Angeles and Houston, Texas, the three plants being subsidiaries of the Square I and Industrial Controller Companies located in Detroit and Milwaukee.

### NEWS NOTES

**Illinois Pacific Glass Company**, with headquarters and factory at 15th and Folsom Streets, has acquired the business and assets of the Southern California Glass Company of Los Angeles. According to President C. C. Cole, who is also a member of the Chamber's Industrial Advisory Committee, the local concern will acquire the equipment and accounts of the southern concern. Following the completion of the deal, Illinois Pacific will serve the former customers of the Southern California Glass Company from either their San Francisco or Los Angeles factory—depending upon the customers' geographic location. Illinois Pacific Glass Company manufactures glass bottles and containers, and fibre board shipping cases.

**The Viavi Company**, manufacturers of pharmaceutical preparations, are moving into their new \$100,000 plant at 50 Fell Street from their former temporary location at Van Ness and Market Street. At the present time 50 people will be employed by the firm but with four times their previous capacity. Manager H. W. Law expects to materially increase their production in the near future. Viavi products are distributed in all English-speaking countries.

# SURVEY PROVES BUSINESS BETTER

## Air Base Fund Now Assured by War Department's

THE War Department has budgeted the money necessary for immediate development of the Alameda Army Air Base and the Marin Air Base, and work will begin as soon as deeds to the property are received at the appropriation approved by Congress.

This was the word received by the Chamber of Commerce, Tuesday, in a conference following a conference between Representative Carter, Assistant Secretary of War Truhee Davison, and Major General Craig, commanding the Ninth Air Force Area.

While the actual amount appropriated is not to be announced until the bill is reported out by the House Committee, it is estimated that it will be approximately \$50,000. Final action in Congress is expected in July of the coming year.

## Industrial Development

Reported by the Industrial Department

### NEW INDUSTRIES

**Marin Dairymen's Milk Company, Ltd.**, has established a milk bottling and pasteurizing plant at 1685 Howard Street, corner of 13th. The new milk company, which is owned by the dairymen, will wholesale its milk to retail food stores, hotels, and cafes. The firm, occupying 600 feet of floor space, will employ approximately forty-five people.

**The Gardner Company**, manufacturers of adding and accounting machines have selected San Francisco for the location of their Western Division Offices, which are located in the Sharon Building, where a copy of the machines will also be carried in stock. The Company's home office is in New York and their factory is at Lehigh, Pennsylvania. E. E. Ingelstedt is manager of the local factory plant.

**The Onyx Manufacturing Company** has established a factory at 857 Alabama Street where they will fabricate various articles from raw onyx. According to manager A. D. Wilson their product will include gear shift balls, door knobs, table tops, drawer pulls, lamp bases, book ends,

**BRITISH INDUSTRIES FAIR**  
February 16th-27th.

**COTTON TEXTILE EXHIBITION**  
February 16th-28th.

**ARTIFICIAL SILK GOODS EXHIBITION**  
February 16th-21st, 1931.

This annual trade fair at which all the principal British manufacturers exhibit, consists of two sections, one at London and the other at Birmingham. Both open concurrently.

This year two other Fairs are to run in conjunction with that of British Industries, namely, the Cotton Textile and Artificial Silk Goods Fairs. Thus the combined Fair will comprise one of the most complete and vast exhibitions of its kind ever conceived in the United Kingdom.

The London Section of the B. I. F. in which over fifty trades and some twelve hundred individual firms exhibit, consists of what may be termed the light industries such as cutlery, toys, perfumery, textiles, etc. It is now held at Olympia, where a large new four story addition has been recently completed specially to house fairs of this kind.

The Birmingham section consists of about ten groups of trades, such as engineering, electricity, transport, etc. The roofed-in space covers about eleven acres and contains the stands of about nine hundred firms.

Commercial visitors from overseas are welcome and an invitation and a free passport visa will be furnished upon application to the British Consulate-General, 310 Sansome Street.

Pamphlets descriptive of these Fairs can be had on application to the British Consulate-General or to the International Trade Department of the Chamber of Commerce.

**Oregon-Washington Plywood Company**, with headquarters at Portland, Oregon, has established a San Francisco branch with offices at 21 California Street. Stock of their "Plywood" fir and spruce panels will be warehoused locally.

**California Desert Products Company** has established their headquarters at 58 Sutter Street. Sale of clays and glaze products for reservoir sealing, which are obtained from their Death Valley mine, will be handled from the local headquarters.

## Construction Permits and New Industries Show Gain

BUSINESS conditions in San Francisco are on the upgrade. A survey just completed by the Research Department of the Chamber shows a marked improvement for October over September with every indication of still greater gains in the immediate future.

Among the signs of improvement are some which are influenced by seasonal trend, but there are also others which may be taken as important landmarks of new conditions.

San Francisco's economic position in relation to the whole country at this time is encouraging.

The value of October construction permits in San Francisco for all types, increased 17 per cent over September. The increase in non-residential types amounted to 37.5 per cent over September and exceeded October a year ago. The value of permits for additions, alterations and repairs for October exceeded September by 5.7 per cent. Installation increased 46 per cent over the preceding month.

Carloadings for October increased 15.5 per cent over September and reached the highest peak of this year. Arrivals and departures dropped slightly during October, as measured by net registered tonnage.

The number of new businesses established during October showed an increase of 285 over September, a gain of 60 per cent.

In the utilities field, general power sales reported for October amounted to a gain of 20.7 per cent. Telephone connections show a net gain of 46.6 per cent during October and were higher than any previous month this year.

October real estate sales, both in number and value, exceeded September. The number of sales was up 14 per cent, and the value up 28 per cent.

Conditions in the financial field, including bank debits, bank clearings, and postal receipts, all showed improvements during October, reflecting the general business conditions in San Francisco. October bank debits were up 8.5 per cent, bank clearings 2 per cent, and postal receipts 12.4 per cent above September.

Interest rates on commercial loans turned up during October. Demand and security loans, and discount rates remained steady at the previous levels. The number of commercial failures was lower during October, but the liabilities reported an increase resulting chiefly from two large concerns, one with headquarters in San Francisco and holdings scattered throughout the state.

The industry and employment field showed improvement during October in several industrial groups including stone, clay and glass; textiles; wood manufactures; leather and rubber goods; and miscellaneous manufactures. The total number of employees in the reporting industries in San Francisco was 7.2 per cent lower than in September, compared to a drop of 11.4 per cent reported throughout the state. The average of the weekly earnings was higher in October in eight of ten groups compared to September. The weekly payroll showed a gain in seven out of ten groups.

[continued on page 3]

Free Public Library  
Civic Center  
San Francisco

# SAN FRANCISCO BUSINESS

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange, Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

## Transcontinental

# Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

11781—Galvanized iron oil cans, (L. westbound)—minimum weight: Request for reduction in minimum carload weight on galvanized iron oil cans from 24,000 to 14,000 lbs. subject to Rule 31 of Western Classification. Item 5260-A, Tariff 1-1 (I. C. C. No. 1216, H. G. Toll, agent).

11782—Crude alkali salts (trona), (L. eastbound)—From Keeler, Calif.: Request for carload rate of 7½ per 100 lbs. on crude alkali salts (trona) from Keeler, Calif., to Group "F," Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

11783—Sash, set-up, glazed or unglazed, straight carloads, eastbound: Request that Item 230 of Tariff 17-K (I. C. C. No. 1240, H. G. Toll, agent) providing for application of commodity Group "H" rates on sash, S. P. and K. D., mixed C. L. be amended to also apply on straight carloads of sash, set-up, glazed or unglazed.

11784—Edible tallow, (L. eastbound): Request for carload rate of 85¢ per 100 lbs. on edible tallow from California to Group "D," Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

11785—Nitrous oxide gas, in steel cylinders, (L. westbound): Request for carload rate of approximately \$1.50 per 100 lbs. on nitrous oxide gas, in steel cylinders, from Group "C" to the Pacific Coast, Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 1-E (I. C. C. No. 1239, H. G. Toll, agent).  
Steel cylinders, empty, returned, (L. eastbound): Request for carload rate of approximately \$1.00 per 100 lbs. on steel cylinders, empty, returned from the Pacific Coast to Group "C," Tariffs 2-Z (I. C. C. No. 1247, H. G. Toll, agent), and 3-B (I. C. C. No. 1238, H. G. Toll, agent).

11786—Cooling or freezing apparatus or machines in mixed carloads with cooling boxes or refrigerators and cooling or freezing apparatus combined, refrigerators N. O. S., westbound: Request for amendment of Item 2252 of Tariffs 1-1 (I. C. C. No. 136, A-296, 2322 and 1246 of Frank Van Ummersen, W. S. Carlett, B. T. Jones and H. G. Toll, agents, respectively), and 4-E (I. C. C. No. 1239, H. G. Toll, agent), to include an entry reading:  
Cooling or freezing apparatus or machines (Subject to Note D).  
Change Note 1 to read:  
Combined weight of articles described in entry making reference to this note shall not exceed 25 per cent of the total weight of shipment.

11787—Carpenters' moulding and knocked-down sash, mixed carloads, eastbound: Request that Tariff 27-M

(I. C. C. No. 1232, H. G. Toll, agent), be amended to provide for application of knocked-down sash rates (Commodity Group S-Item 585) on mixed carloads of carpenters' moulding (further advanced in manufacture than by sawing, resawing and passing lengthwise through a standard planing machine, cross-cut to length and end-matched), and sash, K. D., from California to points in the United States taking Rate Bases 9000, 9001, 9250, 9200, 9350, 9600, 9601 or 9650 rates, also to points in Canada on traffic moving via U. S. points taking Rate Bases 8700, 8850, 9000, 9001, 9600 or 9601 rates.

11788—Aloes fibre hats, imported, (L. eastbound): Request for inclusion of aloes fibre hats in Item 700 of Tariff 30-T (I. C. C. No. 1245, H. G. Toll, agent).

11789—Adding or computing machine parts, (L. westbound): Request that the description of Item 3900 of Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 1-E (I. C. C. No. 1239, H. G. Toll, agent), be changed to read:  
Machines, adding or computing, or parts thereof, boxed.

11790—Fresh fern leaves, (L. eastbound)—storage-in-transit: Request for amendment of Item 1767-A of Tariff 2-Z (I. C. C. No. 1247, H. G. Toll, agent), to permit privilege of storage-in-transit of fresh fern leaves at Group "F" rates for a period of from 60 to 90 days.

11791—Dimension stock (glued edges or ends only, not veneered), made from butternut, cherry, mahogany or walnut lumber, (L. westbound): Request that rates in Item 2890 of Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 1-E (I. C. C. No. 1239, H. G. Toll, agent), be made to also apply on dimension stock (glued edges or ends only, not veneered) when made from lumber as described therein.

11792—Cullet (broken glass), (L. westbound): Request for carload rate of 60¢ per 100 lbs. on cullet (broken glass), minimum weight 80,000 lbs., from Group "D" to the Pacific Coast, Item 2955 of Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 1-E (I. C. C. No. 1239, H. G. Toll, agent).

11793—Paper winding cores, returned, (L. westbound): Request that the Group "C" rate in explanation of Circle 45 reference mark, Item 2293 of Tariff 1-1 (I. C. C. No. 1239, H. G. Toll, agent), be reduced from 62½¢ to 63½¢ per 100 lbs.

11794—Petroleum coke briquettes, (L. westbound)—Texas points to Phoenix, Ariz.: Request that Item 7550 of Tariff 1-1 (I. C. C. No. 1246, H. G. Toll, agent), be amended to include petroleum coke briquettes.

11795—Whole peas, (L. westbound)—from Chicago, Ill., to California: Request for inclusion of whole peas in Item 8080 of Tariff 1-1 (I. C. C. No. 1246, H. G. Toll, agent).

11796—Box carts (hand carts) in mixed carloads with agricultural implements, westbound: Request for inclusion of box carts (hand carts) in Section 1 of Item 1520, Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 1-E (I. C. C. No. 1239, H. G. Toll, agent).

11797—Venetian blinds, (L. eastbound): Request for amendment of Tariff 27-M

(I. C. C. No. 1232, H. G. Toll, agent), to provide for the same carload rates on Venetian blinds from California to eastern destinations as in force on blinds (shutter), slatted or solid, under Items 540 and 560-A of the tariff; or that the description of Items 540 and 560-A be changed to read: "Blinds, slatted or solid."

Venetian blinds, (L. eastbound): Request for less carload rate of \$2.50 per 100 lbs. on Venetian blinds from California to eastern destinations under Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent).

11798—Buckwheat originating at stations in Minnesota, North and South Dakota, milled-in-transit into flour destined California, including Los Angeles, via North Coast gateways, (L. westbound): Request that the Group "C" rate in Item 2010 of Tariff 1-1 (I. C. C. No. 1246, H. G. Toll, agent), be made to apply also from points in Groups 2 or 8, pages 52, 53, 55, 56 or 57, to points shown on pages 88 to 165, inclusive, opposite which reference to Gateways 10 or 10-A is shown, also to Los Angeles, Cal., and intermediate points via Gateways 10 or 10-A.

Also request that Items 2010 and 2020 of Tariff 1-1 be made to apply from Minneapolis, Minn., to Los Angeles via Gateways 10 or 10-A.

11704 (Amended)—Grading or road making implements and agricultural implements, also parts thereof, (L. eastbound): Request for establishment in Tariff 3-B (I. C. C. No. 1238, H. G. Toll, agent), of the same carload rates, minimum weight 10,000 lbs. on:

Agricultural implements and parts thereof, straight or mixed carloads, or in mixed carloads with grading or road making implements or parts thereof, as shown in Item 1035 (Section 2) and Item 2118-B of the tariff, viz.:  
To Group D, \$1.62 per 100 lbs.; to Group E, \$1.54 per 100 lbs.; and to Groups F-G-H-I, \$1.16 per 100 lbs.

## Foreign and Domestic TRADE TIPS

### Foreign Trade Tips

Inquiries concerning Foreign Trade Tips should be made to the International Trade Department of the San Francisco Chamber of Commerce, Davenport 5000, list numbers being given.

20660—Grains, Seeds, Etc.

Havana, Cuba. Firm is interested in contacting exporters of grains and seeds of all kinds, also resin, greases and fats for soap, silk and cotton cloth.

20661—Guano.

Baracoa, Ole., Cuba. Party inquires for names of importers of guano.

20662—General Commission Merchants.

Ponce, P. R. Firm wishes to act as commission merchants for exporters of rice, salmon, sardines, beans, paper, soap, lard, tomato paste and all other food products to Porto Rico.

20663—Representation.

New York City. Party returning to France within a few weeks is anxious to contact some grower or producer interested in exporting his commodities to France.

20664—Dried Fruits.

Hollywood, Calif. Party is desirous of getting in touch with exporters of dried fruits to the Scandinavian countries.

20665—Rough Stones.

Oberstein, Germany. Party requiring large quantities of rough stones, such as, rough California turquoise, amazonite, California kunzite, red and green turmaline, Mexican opals, Arizona garnets and Montana sapphires, inquires for the names of proprietors of mines and wholesale dealers.

20666—Hardware and Tools.

Hamburg, Germany. A manufacturing exporter of hardware and tools is anxious to extend operations to the United States. 20667—Slate.

San Francisco. Firm is desirous of obtaining list of principal firms in the locality interested in the importation of slate from Italy.

20668—Bauxite Ore.

San Francisco. Italian manufacturer of bauxite ore and products thereof is interested in offering product known as bauxitemastic used in paving roads a hard to prevent skidding of automobiles in wet weather.

20669—Agency.

New York City. A well-known German manufacturer of polished zinc, steel, tin and brass sheets and steel strips desire to have a reliable agency for his product on the Pacific Coast.

20670—Representation.

San Francisco. A German manufacturer of China wishes local representation.

20671—Roasted Pumpkin Seeds.

Budapest, Hungary. Exporters of roasted pumpkin seeds, to be used in their natural, sugared or salted condition, seek a local market.

20672—Imitation Jewelry.

Gablonz, Czechoslovakia. Exporters of imitation jewelry, such as bracelets, earrings, rings, brooches, hat ornaments, shoe buckles, etc., desire to contact interested importers.

20673—Advertising Light Apparatus.

San Francisco. A Czechoslovakian inventor of an advertising light apparatus with changeable pictures and movable inscriptions, intends selling his patent rights, and wishes to get in touch with interested parties.

20674—Embroidery.

San Francisco. A Czechoslovakian manufacturer of embroidered table clothes, napkins and ladies' underwear is looking for commercial connection with local firms.

20675—Soya Beans—Flaxseed Demonstration.

Fredonia, Kansas. Firm cooperating with a railroad company in the operation of a soya bean-flaxseed demonstration train in the middle west, starting early in January, wishes to get in touch with local importers who could furnish them with soya bean products.

20676—Nutmegs.

Omaha, Nebraska. Firm desires to contact Chinese importers of nutmegs, principally by the nuts.

20677—Tulip Bulbs.

San Francisco. Responsible exporter located in Japan is in a position to ship large quantities of tulip bulbs. Additional details in San Francisco.

20678—Canned Vegetables.

Yokohama, Japan. Trading company is interested in purchasing canned beans, corn, cabbage, tomatoes, spinach, onions, potatoes, etc.

20679—Japanese Merchandise.

Tokyo, Japan. Exporters of celluloid toys, antimony wares, glass wares and aluminum wares wish to be introduced to local importers.

20680—Fertilizer.

Kobe, Japan. Exporters of "A" sardine meal seek a local market for their fertilizer.

20681—Copra.

San Francisco. Exporters of copra from Gorontalo, Dutch East Indies, are desirous of establishing trade connections with local importers.

20682—Fresh Fruit.

Buenaventura, Colombia. Party inquires for names of firms who might be interested in making small shipments of fruit and nuts to Colombia.

20683—Representation.

Bogota, Colombia. Party desires to represent in Colombia, exporters of lard, rice, wheat flour, preserved foods, fruits, vegetables and fish.

**584—Chinese Woolen Carpets.**  
Buenos Aires, Argentina. Firm is interested in contacting exporters of Chinese woolen carpets brought in from China and chemically cleaned in the United States.

**585—Representation.**  
Lima, Peru. Party is desirous of obtaining the representation of exporters of fur for Peru.

**586—Representation.**  
Panama, R. P. Members of the Panama Association of Commerce seek the representation of local exporters of eggs, beans, potatoes, garlic, beans, peas, and canned goods, for Panama.

**587—Mexican Arts.**  
New York City. Association is desirous of contacting importers, jobbers and firms dealing in Mexican porcelain, tile, other goods, carved wood, wrought iron, silverware and curios in general.

**588—Representation.**  
Atlanta, Ga. Party contemplating trip abroad the world wishes to be put in touch with firms planning an expansion program of international scope, or any to desire specific information regarding certain localities.

**589—Ginseng Root.**  
Big Harbor, Wash. Party inquires for dresses of exporters of ginseng root to China.

**Domestic Trade Tips**  
Inquiries concerning Domestic Trade Tips can be made to the Domestic Trade Department.

**3628—Representation.**  
Newark, N. J. Manufacturers of chemicals to be used with paint desires to secure representation in this vicinity. Full details on file.

**3629—Local Representation.**  
Los Angeles, Calif. Firm manufacturing combination seeder, fertilizer and dressing machine, in two models, one for golf courses, schools, etc., and the other for gardeners, and also a chalking machine for use in marking tennis courts, softball fields, etc., wishes representation.

**3630—Middle West Distribution.**  
Cedar Rapids, Iowa. Manufacturer in Middle West has facilities for manufacturer or distributor who wishes to establish a distributing point in that locality. Details on file.

**3631—Distribution.**  
Cincinnati, Ohio. Firm in Ohio, with exclusive manufacturing, distributing and sales rights to automatic water power wash washer for the United States and foreign countries, wishes to contact with concern in this vicinity, looking for new product to add to their line.

**CHANGE IN COST OF CERTIFICATION FEES**

A change in the cost of certification fees for certificates of origin, on export certificates (on goods shipped from Japan to other countries) and for official signatures has been announced by the Japanese Government, through the Consulate General here. The changes take effect on December 1, 1930. The new rates are set according to the value of commodities and range as follows:

- Export Certificate**
- (a) 1000 yen or less, \$2.00.
  - (b) 1000 yen or more and less than 2000 n., \$2.00.
  - (c) For each additional 1000 yen, 50c to be added to the aforementioned rate \$2.00 up to \$9.50.
- Declaration of Origin**
- (a) \$1000 or less, \$3.00.
  - (b) \$1000 or more and less than \$2000, 00.
- For each additional value of \$1000, \$1.00 to be added to the aforementioned rate \$5.00 up to \$14.00.
- The certification fees for official signatures will be \$6.00.

**NATIONAL BROADCAST WILL ADVERTISE S. F.**

San Francisco, one of America's greatest cities, will be eulogized in a radio program to be broadcast Tuesday evening, December 23, over a nation-wide hookup, sponsored by the Westinghouse Electric and Manufacturing Company. This program, which will be heard over KGO at 7 o'clock in the evening, is one of a series which present modern tonal impressions of the important metropolitan cities and portray to listeners the industrial supremacy of the nation.

The intention of the series of Westinghouse Salutes to Cities is to make listeners more conscious of the vital part large centers have played in developing and concentrating the resources and wealth of a vast country into an unsurpassed industrial empire.

**SPECIAL NOTICE**

Two well-known factors in the stone, slate and marble business of California have merged their interests. John M. Fabbris, a wholesale dealer in stone and marble, and the A. Carpenter & Empire Trading Company, importers of slate, stone and marble, have organized a corporation under the name of Fabbris-Carpenter Co., Ltd., with Mr. Fabbris as the president. They have branches in Los Angeles and in Seattle. They will represent several eastern producers of marble, as well as foreign quarries. Many prominent buildings, such as the Shell Building, have used marbles supplied by them. They have also supplied many public schools with slate blackboard.

Through the courtesy of the Honorable Florence P. Kahn, Congresswoman from the Fourth District, California, the Chamber of Commerce has available for distribution a number of copies of the "Tariff Act of 1930," with index. Anyone desiring a copy may obtain one by inquiring at the International Trade Department.

**METAL CONGRESS WILL BRING NOTED SPEAKERS**

Thirteen national technical engineering societies will have representatives here February 16 to 20, for the Western Metal Congress and National Western Metal and Machinery Exposition to be held in the Civic Auditorium.

The purpose of the meeting and display is to bring to western industrial plant operators the latest developments in the metal and machinery worlds, according to W. H. Eisenman of Cleveland, secretary of the American Society for Steel Treatment, who has opened headquarters in the Auditorium Building.

Speakers of world-wide fame as metal experts are on the congress programs. Ivan L. Johnson, of Best Steel Casting Company, Oakland, is general chairman of the local committee, with Frank B. Drake, of Johnson Gear Company, Berkeley; Myron Bird, California Saw Works, San Francisco; and R. S. Hirst, Hall Scott Motor Car Company, Berkeley, also on the committee.

**Permanent Art Galleries**

- Beaux Arts Galerie - 166 Geary Street
- East-West Gallery - 609 Sutter Street
- De Young Museum - Golden Gate Park
- Courvoisier Gallery - 474 Post Street
- Gump Galleries - 246 Post Street
- Legion of Honor Palace - Lincoln Park
- Paul Elder Gallery - 239 Post Street
- Valdespino Gallery - 345 O'Farrell Street
- Vickery, Atkins & Torrey - 550 Sutter St.
- Worden Art Gallery - 312 Stockton Street
- Schwabacher-Frey Gallery, 735 Market St.
- Workshop Gallery - 536 Washington St.

**CONSTRUCTION PERMITS AND NEW INDUSTRIES SHOW GAIN**

[continued from page 1]

October wholesale trade in San Francisco showed a gain of 10.2 per cent in the electrical supplies line; 4.6 per cent in the grocery line; and 1.0 per cent in the paper and stationery line, over September, leading other sections of the state in the first two lines and the Federal Reserve District in all three lines.

The survey of business conditions in San Francisco for the first ten months of 1930, compared to the same period of 1929, shows a gain of 23.7 per cent in the value of installations in the construction field; 31.4 per cent in the number of new business establishments; 145 per cent in the number of new industries; 1.5 per cent in the general power sales; and 4 per cent in the industrial gas sales.

The general improvement of the business conditions in San Francisco might be interpreted by the more conservative opinion as seasonal, but nevertheless since August there has been a steady strengthening in most of the fields, which is a healthy indication of fundamentally improved conditions.

**Very Latest Leads for NEW BUSINESS**

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified. Domestic Trade Department.

**Accountants**—Earl F. Belhards & Staff (public), 225 Montgomery to 165 California; Hill & Hill (hotel), Hearst Bldg., to 620 Market.

**Adjusters**—Truit & Henderson, 369 Pine.

**Advertising**—G. W. Fischer, 785 to 821 Market; R. L. Mackin (radio), 912 Market; Harvey A. Miles, 1111 Mission.

**Architects**—Gardner A. Dailey, 425 Mason; Helen Van Pelt (landscape), 2833 Broderick to 408 Stockton.

**Art Goods**—N. Nakamura (wholesale), 208 Market; The Pagoda (oriental), 512 Grant Ave.

**Artists**—Associated Artists, 55 New Montgomery; Edw. C. Kreiss (commercial), 617 Montgomery; W. A. Medina (commercial), 617 Montgomery to 576 Sacramento; Mildred Lewis Wilson (Mildred Porter), 451 Montgomery.

**Associations**—Liberty Marriage Endowment Association, 25 Taylor; National Automobile Underwriters Association, 228 Pine; National Retail Credit Assn., 15 Stockton.

**Attorneys**—Victor H. Harvey, 525 Market; Long & Levitt, 165 California; Francis J. Perry, 220 Montgomery; John J. Shannon, 611 Post; Hazel M. Utz, 1085 Market.

**Auto Service**—Bay View Auto Repair Shop, 6206 3d; Crews & MacFar Auto-

motive Service, 1521 Bush; Harbor Auto Repair Shop, 83 Broadway; Kiss Top & Body Works, 1159 Post; S. Ledda, 2288 3d; Lloyd Auto Repairing Shop, 3040 24th; National Auto Maintenance Co., Inc. (Milton M. Berne), 1111 Pine to 1286 Folsom; Union Auto Reconstruction Works, 110 Golden Gate Ave.

**Automobiles**—Boy J. Beck (used cars), 1811 Market; Day-Morrill Co., 1301 Van Ness Ave. to 955 Post; Inverness Auto Sales (used cars), 1565 Bush; Mission Chrysler Distributors, 2925 Mission; Sperry Motor Co., 299 Claremont Blvd.

**Barber Shops**—Letter A Barber Shop, 137 Sansome; V. S. Stewart, 1111 Fillmore to 2021 Polk.

**Beauty Shops**—Betty Stewart's Beauty Shoppe, 1111 Fillmore to 2021 Polk; Collis's Salon De Beaute, 177 Post; Don Lux Himself, 387 Geary; Dorothea Beauty Salon, 223 Jones; Ora Lee Beauty Shoppe, 2300 Geary; Stanley's Beauty Studio, 2300 Polk; Well of Youth Beauty Salon, 318 Turk.

**Bonds**—A. E. Lewis & Co., 485 California to 405 Montgomery.

**Boxes**—National Box Co., 21 California.

**Brokers**—De Carlo & Shran (insurance), 235 Montgomery to 321 Sansome; Reynolds & Belts (general insurance), 5751 Geary; Max Schwab, 231 Front.

**Brushes**—Richard Brush Co., 1559 Howard.

**Builder**—Gilbert I. Plove, 2220 Mission.

**Building Specialties**—Arthur H. Meyn Co., 163 2d.

**Burners**—Leahy Mfg. Co. Agency (gas), 1152 Bush.

**Butchers** H. J. Drewes & Co., 3088 24th; Fudinos Bros., 489 Bryant; N. Mandoli, 801 Greenwich.

**Cabinets**—Larch St. Cabinet & Jobbing Shop, 753 Larch.

**Carburators**—Winfield Carburator Co. Agency, 751 Ellis.

**Carpet Cleaning**—Panhandle Carpet Cleaning Works, 298 to 110 Divisadero.

**Check Protectors**—Fritz Ehrenfeldt, 57 Post.

**Chemicals**—Pacific Chemical Co., 247 Fremont.

**Cigars**—W. Nicholas, Ferry Bldg.

**Cleaners**—Classy Cleaners & Tailors, 127 Ellis; J. Cook, 1298 California; J. & O. Cleaners & Tailors, 181 O'Farrell; Vientecleaners, 1247 Vicente.

**Clothing**—Richard McIntosh, 250 Powell.

**Club**—Shasta Club, 39 6th.

**Confector**—L. M. Mumford, 801 Valencia.

**Contractors**—Samuel Gold A-1 Contracting Co., 2431 Fillmore.

**Cosmetics**—Louise Marie Distributors, 532 Market.

[continued on page 4]

**THE NEW COVERED WAGON**

Inauguration December 1 of a 12-hour all-plane schedule from San Francisco Bay to New York, including a 16-hour overnight stop at Chicago, comes as a climax to exactly 100 years of transportation history on this historic route of the Covered Wagon, Pony Express and the first transcontinental telegraph system, railway, automobile highway and air mail line.

The "all-plane" passenger service, operated by two companies of United Aircraft & Transport Corporation (Boeing Air Transport, San Francisco-Oakland to Chicago, and National Air Transport, Chicago to New York) starts just 100 years after the first covered wagon left St. Louis for the West.

Continuation of text from page 1, including details of the covered wagon route and passenger service.

# The Very Latest LEADS for NEW BUSINESS

[continued from page 3]

**Decorators—Industrial Art Decorating Co.**, 317 Hayes; **Barnus of London**, 617 Geary; **Skidmore & Black**, 1237 9th Ave.; **Delicatessen—Mrs. C. E. Knauff**, 1210 Union to 500 Baker.

**Dentists—Dr. Elbert W. Bell**, 323 Geary; **Dr. D. Earl Fisher**, 516 Sutter; **Dr. Waino A. Laitinen**, 135 Stockton to 150 Sutter; **Dr. H. F. Raymond**, 505 to 511 Columbus; **Dr. Albert F. J. Ries**, 291 Geary; **Dr. C. M. Lee**, 691 Broadway.

**Desks—Sol Dorman**, 953 to 758 Mission.

**Dredging—Arizona Dredging & Power Corp.**, 620 Market.

**Dresses—Cooper's Dress Shop**, 2456 Mission; **Dixon Dress Shop**, 210 Stockton; **Louise R. Young Shop**, 5336 Geary.

**Drugs—Horn Drug Co.**, 151 Market; **Jordan Pharmacy**, 2652 Geary; **Sontag Chain Stores Co. Ltd.**, 1023 Market; **Standard Drug Store**, 1451 Divisadero; **Wakel's Wholesale Drugs**, 101 Turk.

**Eggs—Wm. N. Patterson**, 106 to 316 Clay.

**Electrical Supplies—Specialty Products Corp.**, Ltd., 343 Sansome.

**Electrical—Electric Specialty Co.**, 367 9th; **Mallory Electric Corp.**, 1480 Howard; **Messer Electrical Equipment Co.**, 419 Eddy.

**Employment Agency—Chinese Community Employment Service**, 751 Commercial to 838 Grant Ave.

**Engineers—Frank P. Lawler** (mechanical), 251 Kearny; **George Rucker** (electrical), 71 New Montgomery to 235 Montgomery.

**Express—On Time Express Co.**, 1288A California.

**Finance—Western States Finance Co.**, 24 California.

**Fireworks—Pacific States Fireworks Factory**, 293 Surrey.

**Fixtures—Standard Lighting Fixture Products**, 122 10th.

**Flags—Active Decorating & Flag Mfg. Co.**, 225 Jones.

**Food Products—Wesco Foods Co.**, 241 California.

**Fruit—Tango Fruit Distributing Co.**, 580 Market.

**Fuel—Standard Fuel Co.**, 2786 California.

**Fur Finisher—J. Batherman**, 406 Geary.

**Furniture Repairing—Lomasney Bros.**, 573 Valencia.

**Furniture—West Coast Furniture Exchange**, 920 Clement.

**Gowns—Hortencia Violante**, 545 Sutter.

**Grocers—Dal Poggetto & Bro.**, 747 Union; **Del Monte Grocery**, 1600 Guerrero to 2249 17th; **Guerrero Groceria**, 500 Guerrero; **Stelling's Economy Store**, 3900 24th to 2331 Laguna; **Sutter St. Grocery**, 1900 Sutter; **Telephone Grocery**, 501 Bush; **Thomas Dewey Food Shop**, 1238 9th Ave.

**Haberdashers—Cohn & Jonas**, 2021 Mission.

**Hardware—Fillmore & Hayes Hardware Store**, 650 Fillmore.

**Heating Appliances—Fichtner & Simon**, 505 Gough to 673 Folsom.

**Hemstitching—Alta L. King**, 315 Balboa to 720 Clement.

**Hotels—Elinor Hotel**, 31 Romolo; **Erhart Hotel**, 227 10th; **Nob Hill Hotel**, 1005 Powell; **Palo Alto Hotel**, 1550 Polk to 1685 Sacramento.

**Importers and Exporters—R. K. Davidson**, 580 Market; **Der Ling Importing Co.**, 533 Sutter to 77 O'Farrell.

**Insurance—Consolidated Insurance Agencies**, 333 Kearny; **Federal Life & Casualty Co.**, 525 Market; **John Gromesko**, Hearst Bldg. to 2059 Sutter; **Home Indemnity Co. New York**, 333 Montgomery; **Italian Insurance Agency Inc.**, 521 to 333 Montgomery; **H. P. Noland**, 1182 to 760 Market.

**Investigations—Stanley Johnson**, 235 Montgomery.

**Investments—Pacific Associates Inc.**, de Young Bldg. to 660 Market; **Ray & Co. Ltd.**, 235 Montgomery.

**Iron—Capitol Iron & Metal Co.**, 542 8th.

**Jewelry—Gardner Gravelle Co.**, 500 Howard.

**Knitted Wear—Leopold Aaron**, 532 Mission.

**Laboratories—W. A. Burrows** (dentist), 906 Market; **Fa-Ver-H Laboratories**, 198 Turk.

**Lettering—Earle P. Brown**, 617 Montgomery to 576 Sacramento.

**Linens—J. Cattan Co.**, 821 Market.

**Loans—General Loan Co.**, 220 Montgomery; **San Francisco Mortgage Corp.** (C. E. Herrick), 260 Bush to 170 Sutter.

**Lumber—Klamath Pine Distributors** (Joseph S. Kent), 235 Montgomery; **Oregon Washington Plywood Co.**, 21 California; **White Lumber Co.**, 1500 Noriega.

**Machinery—G. F. Williamson** (mining), 465 California to 1930 Van Ness Ave.

**Machineist—Sam Monzani**, 3242 Scott.

**Magazines—Wm. E. Souza & Sons**, 160 Tehama.

**Malt Products—Clement Supply Co.**, 2157 Clement.

**Manufacturers' Agent Distributor—Maurice Blumenthal**, 461 Market.

**Marble—John M. Fabbris and A. Carpenter & Empire Trading Co.** have organized a corporation under the name of **Fabbris-Carpenter Co.**, Ltd., 275 Bush.

**Markets—Ashton Market**, 815 Holloway; **Broad St. Market**, 103 Broad; **Castle Manor Market**, 1276 Mission; **Haberly Meat Market**, 1817 Balboa; **Pasquale Fruit Market**, 1914 to 1921 Irving.

**Massage—Mrs. E. Nelson**, 1055 Washington.

**Medicines—Frezo Co.**, 1490 Market to 50 Fell; **Viavi Co.**, Van Ness and Market to 50 Fell.

**Merchandiser—Nat. Feldstern**, 1122 Market.

**Millinery—Charlotte Shoppe**, St. Francis Hotel; **Edward Marcus**, 693 Mission.

**Mimeographing—Ace Mimeographing Co.**, 251 Kearny.

**Mining—Kelsey Mining Co.**, 525 Market to 116 New Montgomery.

**Moving—California Transfer Co.**, 1018 Hyde; **Lynch Bros. Moving Co.**, 2164 Market; **Lynch Van & Storage Co.**, 2164 Market.

**Musical Instruments—Hanks Music House**, 1905 Market to 225 Taylor.

**Newspaper—Divisadero Express** (district), 533 Haight.

**Notaries Public—Minnie F. Dohbin**, 57 Post; **Charles S. Kaufman**, 225 Bush.

**Notions—Frank Cantini**, 2671 Mission.

**Nursery—Balboa Nursery**, Colma.

**Oils and Greases—Cazal Petroleum Co.**, 206 Drumm; **Tiger Oil Co.**, 779 Bryant.

**Opticians—Progressive Optical System**, 721 Market.

**Pattern Makers—A. W. Wilson**, 311 Harriet.

**Physicians—Dr. W. R. P. Clark**, 516 Sutter to 2570 Bush; **Dr. E. J. Masters**, 2422 San Bruno to 55 Leand; **Dr. Geo. L. Wolf**, 1111 18th to 150 Sutter.

**Piano Tuner—Emerson M. Peck**, 822 Eddy.

**Plumber—William Molkentin**, 1642 Bush.

**Polishes—Lastro Mfg. Co.**, 347 Hayes.

**Printing—Will J. Cahill** (legal), 1545 Mission; **John P. Quinn**, 853 Howard to 465 Montgomery; **Schwartz Printing Co.**, 583 Market.

**Publicity—David H. Glickman**, Hearst Bldg.

**Publishers—Commonwealth Shoppers Guide**, 210 Post; **Comde Nast Publications**

## A LETTER FROM POST-MASTER TODD

"San Francisco Business," Room 205, Merchants Exchange, San Francisco, California.

Gentlemen: I am in receipt of your issues of "San Francisco Business" of November 5th and 12th, which contain prominent statements regarding Christmas mailings in the post office.

Let me express to you my profound appreciation for the splendid cooperation we are receiving at your hands. It was due almost entirely to the generous efforts of the Chamber of Commerce that we were enabled to advance our cancellations by more than thirty-five per cent last year, with the result that we were in a position to make a complete cleanup of mail every night without exception. This of course is to the interests of the business man in that his mail is dispatched on first outgoing train and that there is no delay encountered by reason of congestion.

I might say that the results last year were so satisfactory that it prompted the Department to ask "how did you do it?"

Every indication points to a heavier mailing season than ever before. It is just such cooperation as you are rendering that will enable us to put over our largest volume with complete success.

I am taking the liberty of forwarding copies of your issues to Washington, calling their attention to the splendid articles contained in your journal.

Thanking you and with sincere desire to cooperate in every instance, I am,

Sincerely yours,  
**HARRY L. TODD,**  
Postmaster.

Inc., 523 Mission; **Western Sports Publishing Co.** (C. Ellsworth Wylie), 620 Market.

**Radio—Heen's**, 1160 Howard; **Marina Radio & Electrical Co.**, 2241 Chestnut to 3242 Scott; **West Coast Radio Co.**, 1979 to 1908 Mission.

**Real Estate—Ed Cox**, 1950 Irving; **Darham Realty Co.**, 1577 Mission; **Greater San Francisco Realty Co.**, 1095 Market; **Herbert L. Hatch**, 1528 18th Ave.; **Elmer B. Stone**, 582 Market to Kohl Bldg.

**Refrigerators—Frigidaire Sales Corp.**, Pacific Coast Regional Office, 35 New Montgomery; **Scott-Buttner Refrigeration Co.**, Ltd., 1452 Bush.

**Restaurants—Armstrong's Coffee Shop**, 700 Post; **Balboa Lunch**, 3611 Balboa; **Chevrolet Coffee Shop**, 290 Golden Gate Ave.; **Chris Sandwich Shop**, 888 Sutter; **Dell Lunch**, 683 Folsom; **Dowrybake Doughnut & Sandwich Shop**, 978 Market; **Harbor Fish Grotto**, 2737 Taylor; **Isaac E. Ham**, 529 Post; **Heidelberg Restaurant**, 33 1/2; **Jack's Palace Dinner**, 75 Jessie; **Mother's Lunch Room**, 5863 Mission; **Pressman's Sandwich Shop**, 530 Market; **Sterling Lunch**, 702 Polk; **Tom's Restaurant**, 823 Ulloa.

**Rock and Sand—Atlas Olympia Co.**, Ltd., 525 Market.

**Rubber Goods—Continental Rubber Works**, 675 2d to 699 2d.

**Scales—Detect-O-gram Scale Agency**, 618 Howard.

**Schools—Plano Art School of Modern Piano Playing**, 111 O'Farrell; **Schindler French School**, 745 Sutter.

**Sea Food—Golden Gate Sea Food Co.**, 2738 Taylor.

**Securities—Dardi & Behrhard Securities Co.**, 333 Montgomery.

**Service Stations—George S. Carpenter**, 3d and Evans; **Le Ballister's Service Station**, 15th Ave. and Taraval; **Monarch Service Station**, 2059 Geary.

**Sewing Machines—Singer Sewing Machine City Repair & Renting Shop** (Wm. Neerer), 1449 Polk.

**Sheet Metal Works—Washington Square Sheet Metal Works**, 681 Filbert to 705 Greenwich.

**Shipbuilding—Western Ship Service Co.**, Ltd., 151 to 174 Steuart.

**Shipping and Commission—Dodwell & Co.**, Ltd., 2 Pine to 465 California.

**Shoes—Coliseum Shoe Store**, 738 Clement.

**Show Cases—Perfect Show Case & Refrigerating Co.** (M. Sankey), 580 Fell.

**Signs—Neon Unit Sign Co.**, Ltd., 405 Montgomery; **Viking Products Corp.** (electric), 7 Front.

**Soda Fountains—Barthold Soda Fountain Co.**, 420 Potrero to 1131 Mission.

**Sprinkler Systems—Viking Automatic Sprinkler Co. Inc.**, 111 Sansome.

**Steamship Operators—Barber S S Lines, Inc.**, 2 Pine to 145 California; **Blue Funnel Line**, 311 California; **Pacific Atlantic Line**, 311 California; **Struthers & Barry**, 112 Market to 345 Montgomery.

**Steel—John Bedford & Sons, Ltd.** (Sheffield), 582 Market to 537 6th; **A. J. Boyce**, 2 Pine to 465 California; **A. E. Bundsen Co.**, 582 Market to 537 6th.

**Stocks and Bonds—Alvin H. Frank Co.**, 485 California; **A. Sugimoto**, 1808 Sutter.

**Storage—Argonne Fireproof Storage Co.**, 3107 Mission to 988 Folsom.

**Studio—Lily Barron Studio**, 920 Sutter.

**Surveying and Drawing Materials—Engene Dietzgen Co.**, 533 to 523 Market.

**Tailors—J. Aslan**, 25 Taylor; **C. Fepperman**, 120 Clement; **Mme. M. S. E. Lee**, 2780 California to 2482 Post; **J. Nurok Tailoring Co.**, 162 Sutter to 364 Bush; **Solomon & Levy**, 25 Taylor.

**Teacher—Edna Stratton Nies** (music), 3 City Hall Ave.

**Theatrical Agent—Lou Emmel Entertainment Service**, 935 Market.

**Tire—David E. Kennedy Co.** (rubber), 605 Market to 7 Front.

**Tires—Behrmann Tire & Battery Co.**, 512 Golden Gate Ave.; **Granfield Tire & Supply Co.**, 12th and Howard to 12th and Mission; **Mohawk Tire & Rubber Co. Agency**, 38 8th; **Richmond Tire Service**, 1249 to 1239 Geary.

**Toys—Ida Zimet**, 1404 to 1611 Fillmore.

**Travel Bureau—Allen Dean Cruisers Ltd.**, 246 Pine.

**Upholsterer—Harry B. McKee**, 1120 Clement.

**Varnishes—Fulghum & Co.**, 1073 Mission.

**Window Shades—Renuco Window Shade Co.**, 1067 O'Farrell.

**Wood—San Francisco Wood Co.**, 1659 Harrison.

**Wreckers—E. L. Breaull & Co.** (building), 73 Germania; **San Bruno Auto Wrecking Co.**, 1646 San Bruno.

**Miscellaneous—Dr. George F. Arvonen**, 3468 Mission; **Automotive Engineering Co.**, 1114 15th; **Dr. Katherine Harlick**, 5426 to 209 Post; **Dr. Konstantine Bened-ko**, 1292 Page; **C. K. Distributing Co.**, 408 to 506 Golden Gate Ave.; **Citizens' Employment Committee**, Civic Auditorium; **Coastwise Consolidators**, 430 California; **Commercial Dispatch Lines Ltd.**, 3d and Berry; **Crown Spray Gun Mfg. Co. Agency**, 418 Lehigh; **Gusta La Honda Guild**, 995 Market; **C. D. Cunningham**, 414 California to 470 Sutter; **Economic Conservation Committee of America**, 745 Bryant; **Feed Manufacturer & Dealer**, 500 Berry to 465 California; **E. Leslie Fish & Co.**, 150 Franklin; **B. L. Goldberg**, de Young Bldg.; **Hot-N-Kold Co.**, 339 Bryant to 417 Sutter; **House of Italian Art**, 1378 Sutter to 408 Stockton.

## "GETTING SET FOR TREMENDOUS PROGRESS!"

**I**N THE CURRENT ISSUE of its weekly publication, the Los Angeles Chamber of Commerce compares the apathy of the people of Southern California with the aggressiveness of the people of Northern California in the matter of aviation. The writer refers specifically to the success of the bay counties in securing at the last election, after a vigorous campaign, Government appropriations aggregating eight million dollars and an annual civilian pay roll of more than a million dollars. Reference also is made to the vigorous campaign now being waged by the San Francisco bay district for the establishment of the Navy's Dirigible Base at Sunnyvale and the apparent failure of the South to secure this great development for Camp Kearny.

The closing paragraph of the Los Angeles editorial says:

*"We are still bickering and while we are bickering our Northern neighbors are getting set for some tremendous progress in aviation and have already secured an additional pay roll of over one million dollars through the passage of these bond issues."*

The article is peculiarly significant, coming from Los Angeles. It is of unusual interest because it echoes the cry that we of the North have uttered so often and for so many years against our own apathy and the aggressiveness of the South.

It is heartening to find that our own estimate of our energy and our strength has been in error, and that we are at last beginning to record accomplishments that are recognized and respected by our neighbors.

The fact that we did, in competition with Los Angeles, secure eight million dollars' worth of Army air bases, and that we will in all probability be awarded the Sunnyvale Base, is just cause for rejoicing, but our sense of victory is in no degree heightened by the fact that much of the money to be spent in these developments must be diverted from Southern California, to which it originally was allocated.

Los Angeles and San Francisco have been, and always must be, friendly rivals, and as such will continue to compete for those things which are necessary to their development. Each, naturally, will consider its own interests first but they will work together as they have always, for those things which, to their mutual advantage, will benefit the State and the Nation.

Following is the Los Angeles editorial:

**"READ IT AND WEEP!"**

While the results of the November elections were of no little importance to citizens of Los Angeles, no issue decided by the ballot in this city was of such vital con-

cern to the future life and development of our section as one confronting the voters in the San Francisco bay district. We refer to the two bond issues providing for the expenditure of \$8,000,000 that will give the bay district two important bases for aircraft.

From the strong endorsement given these two northern issues, it becomes apparent that our neighbors of the bay area are fully awake to the vital need of providing every facility to encourage aviation if that section is to be prominently identified with the development of the industry. The failure of Los Angeles to recognize this, is recalled by recollection of the defeat of our own bond issue for the purchase of a municipal airport, and is further shown at present by the inactivity of the city in acquiring a publicly owned field as well as a large area contiguous, that will put us in a position to bid for big development identified with air transport.

As a result of the approval of the northern bond issues, \$6,000,000 will be spent for the establishment of an Army air base at Alameda and \$2,000,000 will be spent to provide an Army bombing base in Marin County: Both branches of the Army air service to be established at these bases have been removed from Southern California under the provisions of the recently passed Kahn Bill. Under this bill San Diego's Rockwell Field is virtually stripped to supply an equipment for the Alameda base, while the bombing base will be transferred from March Field, at Riverside.

But the San Francisco bay district is not stopping after having achieved the transfer of these two important units. Attention is now being focussed in the north on the establishment of like or even greater facilities that it is hoped will eventually center the Navy's air activities on the coast in the bay district.

The 71st Congress having convened, our northern neighbors are immediately marshalling their forces to renew their fight to secure the Navy's coast lighter-than-air base for Sunnyvale. It appears that only faint hope exists for a decision in favor of the site first recommended by the Navy investigating board at Camp Kearny, near San Diego.

The bay district of San Francisco was willing to give to the Government eight million dollars' worth of airports to get this development.

In Los Angeles County we have not had the gumption for years to even purchase an airport of our own so that we might at least bid for some of the commercial development that is possible in the future.

We are still bickering and while we are bickering our Northern neighbors are getting set for some tremendous progress in aviation and have already secured an additional annual pay roll of over one million dollars through the passage of these bond issues.

# SAN FRANCISCO BUSINESS

DECEMBER 10, 1930

Published weekly by the San Francisco Chamber of Commerce, 206 Merchants Exchange. Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

## Transcontinental

# Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

**11799—Application of rates to and from Petaluma, Calif., in connection with Bayway Navigation Company:** Proposal to amend Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 3-C (I. C. C. No. 1248, H. G. Toll, agent), as follows: (1) Add the Bayway Navigation Company as a participating carrier. (2) Add Petaluma, Calif., on Bayway Navigation Co. as a point of destination or origin subject to class Items 918 and 1361 and commodity Rate Basis 3 via Route 32 in Tariff 1-1; class Item 560 and commodity Rate Basis 1 via Route 33 in Tariff 3-C.

(3) Amend Item 210 on page 248 of Tariff 1-1 to provide for non-application of the note covering grain in bulk in connection with "freight in bulk" via Bayway Navigation Co., and provide for a note to apply only in connection with Bayway Navigation Co. reading as follows:

At option of shipper or consignee, grain in bulk may be sacked at points of transfer from rail to steamer and no charge will be made therefor when sacks are furnished by shipper or consignee. When sacks are furnished by carrier the actual cost of same will be applied in addition to transportation charges.

**11800—Brooders, set-up.** CL, westbound: Proposal to amend Item 2270 of Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 4-F (I. C. C. No. 1249, H. G. Toll, agent), to provide for the same alternative carload rates on set-up brooders, minimum weight 10,000 lbs., as applicable on knocked-down brooders in Section 2 of the item.

**11801—Walnuts and filberts.** CL, eastbound transit: Request that Item 2690 of Tariff 2-Z (I. C. C. No. 1247, H. G. Toll, agent), be amended to permit privilege of stopping carload shipments of walnuts and filberts in transit to partly unload.

**11802—Lumber articles from California.** CL, eastbound: Request for amendment of Tariff 27-M (I. C. C. No. 1232, H. G. Toll, agent), to provide for through rates on commodities other than lumber. Groups "A" to "N," inclusive, where not now provided for.

Lumber and other forest products from Truckee-Hawley Group, also transportation rates, CL, eastbound: Request that Tariff 27-M (I. C. C. No. 1232, H. G. Toll, agent), be amended by adding Truckee-Hawley group rates, also transportation rates, after the rate bases on pages 171 to 193, inclusive, where Coast group rate basis only is

now shown, especially to Rate Bases 6203, 6204, 6205, 6206, 6207, 6208, 6250-A, 6250-B, 6250-C, 6250-D to 6250-Y, inclusive, 6250-PP, 6250-QQ, 6652, 6751, 7001 and 7152.

**11803—Junk rags.** CL, eastbound: Request for carload rate of 75¢ per 100 lbs., minimum weight 40,000 lbs. on Junk rags from California to Group "A." Tariff 3-C (I. C. C. No. 1248, H. G. Toll, agent).

**11804—Cut decorative evergreens.** CL, eastbound: Request for amendment of Item 1767-A, Tariff 2-Z (I. C. C. No. 1247, H. G. Toll, agent), to provide for the following rates (in cents per 100 lbs.) on cut decorative evergreens, carloads, minimum weight 16,000 lbs. subject to Rule 34, Western Classification, from North Pacific Coast points to: Groups: A, \$2.50; B, \$2.25; C-CL, \$2.13; D-E-F-G-H-J-N, \$2.00.

**11805—Wheelbarrows, warehouse trucks and other hand vehicles.** CL, westbound: Request for carload rate of \$1.25 per 100 lbs. from Group "C" to the Pacific Coast. Item 5560 (Section 1), Tariff 1-1 (I. C. C. Nos. 136, A-296, 2332 and 1246 of Frank Van Ummeren, W. S. Curlett, B. T. Jones, agents, respectively), and Item 5525 (Section 1), Tariff 4-F (I. C. C. No. 1249, H. G. Toll, agent).

**11806—Vegetable oils, fish oil, whale oil.** CL, eastbound: Request for carload rate of 75¢ per 100 lbs., from California to Group "A." Item 2735, Tariff 3-C (I. C. C. No. 1248, H. G. Toll, agent).

**11807—Seats (bleacher, circus or grandstand), portable.** CL, eastbound: Request for establishment of carload commodity rates on seats (bleacher, circus or grandstand), portable, with or without equipment of railings, K, D, or component parts in boxes, bundles or crates, from the North Coast to eastern destinations, Tariff 2-Z (I. C. C. No. 1247, H. G. Toll, agent); the proposed rates to be on same basis as on portable houses, Item 2295 of the tariff, viz.: To Groups: A, \$1.25; B, \$1.15; C-CL, \$1.10; D-E, \$1.00; F-G, 90¢; H, \$1.00; J, 80¢; N, 98½¢, per 100 lbs. Minimum weight 36,000 lbs.

To Groups: A, \$1.25; B, \$1.15; C-CL, \$1.10; D-E, \$1.00; F-G, 90¢; H, \$1.00; J, 80¢; N, 98½¢, per 100 lbs. Minimum weight 36,000 lbs.

**11808—Iron or steel shelving.** N. O. S., set-up, I.C.L. westbound: Request that Item 3160 of Tariff 1-1 (I. C. C. No. 1246, H. G. Toll, agent), be amended to apply also on shelving, N. O. S., set-up.

**11809—Furniture.** CL, westbound and eastbound—minimum weights: Proposal to readjust the minimum carload weights on furniture under Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), 2-Z (I. C. C. No. 1247, H. G. Toll, agent), 3-C (I. C. C. No. 1248, H. G. Toll, agent), and 4-F (I. C. C. No. 1249, H. G. Toll, agent), by making them subject to Rule 34 of current Western Classification.

**11810—Crude or refined arsenic, in sacks.** CL, eastbound: Request for cancellation of Item 1090 of Tariff 3-C (I. C. C. No. 1248, H. G. Toll, agent), account no movement.

**11811—Paper mill rolls returned to factory for repairs and reshipped to mill.** I.C.L. eastbound and westbound: Re-

quest that the I.C.L. rates on paper mill rolls in Item 3145 of Tariff 2-Z (I. C. C. No. 1247, H. G. Toll, agent), and Item 3935 of Tariff 1-F (I. C. C. No. 1249, H. G. Toll, agent), be made to apply also from to Port Townsend, Wash.; that brass paper mill rolls be included in Item 3145 of Tariff 2-Z, and that these items be further amended so they will not be subject to paragraph (a), Section 3 of Rule 29 of current Western Classification.

**11812—Electric motor boats.** CL, eastbound: Request for establishment of the following carload rates in Tariff 3-C (I. C. C. No. 1248, H. G. Toll, agent), on electric motor boats from California to: Groups: A-K, \$3.80; B-L, \$3.55; C-CL-M, \$3.53; D, \$3.43; E, \$3.28; F, \$2.90; G-H, \$2.63; J, \$2.17, per 100 lbs.

**11813—Battery stands or racks, wooden or iron or steel, completely K, D, in mixed carloads with electric storage batteries.** westbound: Request for inclusion of battery stands or racks, wooden or iron or steel, completely K, D, in Item 2125 of Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 1-F (I. C. C. No. 1249, H. G. Toll, agent).

**11814—Plaster boards, straight carloads, also in mixed carloads with plaster.** eastbound: Proposal to eliminate the entry covering plaster boards from Item 1245 of Tariff 3-C (I. C. C. No. 1248, H. G. Toll, agent), and establish a new item in Tariff 3-C on: Plaster boards (fibrebroad, pulpboard, strawboard, felt or fibre and plaster combined), loose or in packages. Articles as described in Item 1245 (See Item 1245).

Minimum weight 60,000 lbs., at following rates from Rate Basis 1, also points taking Note 39 basis for rates, to: Groups: D-E-F-G-H, 80½¢; J, 54½¢, per 100 lbs.

**11815—Borax.** CL, eastbound—to Winnipeg, Man.: Request for amendment of Tariff 3-C (I. C. C. No. 1248, H. G. Toll, agent), to provide for the following carload rates on borax from California to Winnipeg, Man.: 97½ cents per 100 lbs., minimum weight 60,000 lbs. 75 cents per 100 lbs., minimum weight 80,000 lbs.

**11816—Plasterboard.** CL, eastbound—transit: Request for removal of the alleged discrimination as between the privilege of stopping-in-transit to partly unload carload shipments of plasterboard originating at eastern and southern producing points destined Western Trunk Line and southwestern territories, and no such privilege being permitted on plasterboard from the Pacific Coast to Groups G, H and J, Tariffs 2-Z (I. C. C. No. 1247, H. G. Toll, agent), and 3-C (I. C. C. No. 1248, H. G. Toll, agent), either by seeking cancellation of the present arrangement in Western Trunk Line and southwestern territories or making similar provision in trans-continental territory.

**11817—Sheep manure.** CL, eastbound: Request for carload rate of 75¢ per 100 lbs. on sheep manure, minimum weight 60,000 lbs. from the North Coast to Group "A." Tariff 2-Z (I. C. C. No. 1247, H. G. Toll, agent).

**11818—Manila cigars, imported.** CL, eastbound: Request for carload rate of \$1.35 per 100 lbs., minimum weight 30,000 lbs., on manila cigars, imported, from Pacific Coast ports to Rate Basis 4, Item 595, Tariff 30-T (I. C. C. No. 1245, H. G. Toll, agent).

**11710 (Amended)—Ammonium alginate and sodium alginate.** I.C.L. eastbound: Request for less than carload rate of \$2.50 per 100 lbs. on ammonium alginate and sodium alginate in bags, barrels or boxes, from San Diego and National City, Calif., to Group "D" and west. Item 3735 of Tariff 3-C (I. C. C. No. 1248, H. G. Toll, agent) (naming carload rates).

# Foreign and Domestic TRADE TIPS

## Foreign Trade Tips

Inquiries concerning Foreign Trade Tips should be made to the International Trade Department of the San Francisco Chamber of Commerce, Davenport 5000, list numbers being given.

**20690—Representation.**  
Santiago, Cuba. Party is desirous of representing local exporters of flour, chickpeas, and preserved fruits of all kinds, in Cuba. References on file.

**20691—Leather Gloves.**  
London, England. Glove manufacturers wish to get in touch with firms interested in importing their leather gloves.

**20692—Seeds.**  
Kashmir, India. Party would like to receive price lists from dealers of flower and vegetable seeds.

**20693—Representation.**  
Roeckport, Mass. A Parisian lady is anxious to represent some business firm in Paris during the French International Exposition in 1931.

**20694—Electric Drilling Machines.**  
Paris, France. Manufacturers of electric drills and stands desire to contact interested parties.

**20695—Ceramic Works.**  
San Francisco. Party inquires for list of local firms who might be interested in the sale of Norwegian Ceramic works.

**20696—Slaughter-house Products.**  
San Francisco. Party in Aarhus, Denmark, is anxious to contact local importers of goods, hams in tins, conserves, lard, pigs' heads, pigs' feet, butter in tins, condensed milk in tins, etc.

**20697—Sequoia Bark.**  
San Francisco. Firm in Czechoslovakia would like to secure about three pounds of sequoia bark for experimental purposes.

**20698—Steel Rakes and Forks.**  
San Francisco. A Czechoslovakian manufacturer of steel rakes and forks wishes to get in touch with interested importers.

**20699—Animal Raw Products.**  
Sialkot City, India. Exporters of furs, lambs and kid skins, sporting goods, horns of all kind and other animal raw products are desirous of contacting interested importers.

**20700—Sardines.**  
Salonique, Greece. Party is anxious to get in touch with exporters of California sardines in tomato sauce not yet represented in Greece.

**20701—Shark Fins.**  
San Pedro, Calif. Party inquires for list of San Francisco importers of shark fins.

**20702—Manufacturers' Representation.**  
Stuttgart, Germany. Party would like to act as manufacturers' representative for local manufacturers in Shanghai, China, 17 years experience.

**20703—Semi-Precious Stones.**  
Brooklyn, N. Y. Party inquires for list of importers of Chinese and Japanese semi-precious stones.

**20704—Representation.**  
San Salvador, El Salvador. Party is anxious to represent local exporters in El Salvador.

**20705—Railway Ties, Hardwoods.**  
San Salvador, El Salvador. Party inquires for names of lumber firms handling railway ties in large quantities, also firms which buy hardwoods.

**Domestic Trade Tips**

**Tips concerning Domestic Trade Tips**  
**to be made to the Domestic Trade Department.**

**Selling Agents for California.**  
 San Francisco, Calif. Firm desires to be responsible selling agents or representatives for California and Washington for newly patented household goods.

**Eastern Representation.**  
 San Francisco, Calif. Party now in city to represent local manufacturers and exporters of household products in New York trading area, to be sold to retailers and large retailers. Arrangement on commission basis looking to exclusive territorial rights.

**Department Store Lines.**  
 San Francisco, Calif. Lady traveling down coast selling to department stores would like to secure additional buyers to handle.

**NOTICE TO SHIPPERS**

Consul General for Venezuela in San Francisco has informed the Internal Trade Department that according to official circular No. 1208 of November 1930, no fruits, seeds, plants, or any like matter will be admitted into Venezuela unless accompanied by sanitary certificate, setting forth that the product is free from any contagious diseases, plagues, or other ailments that might be dangerous and prejudicial to agriculture, the consumption of which might endanger the health of the consumer. Furthermore, the above provisions equally apply to all fish and products in containers. The regulation became effective on December 5, 1930. To prepare the certificates of origin can be obtained at the office of the Consul General, 510 Battery Street.

**Salt Rate Investigation**

Interstate Commerce Commission signed Docket 17000, Part 13, Rate of Investigation, Salt and Related Products for hearing at San Francisco, December 12, 1931, before Commissioner and Examiner Hoy.

**Rates Effective April 1**

Interstate Commerce Commission has announced that carriers will be unable to effective before April 1, 1931, rates published in Western Trunk-Line Class Schedule L. C. 1 and Eastern Class Rate Schedule L. C. 1. C. 314.

**Motor Truck Transportation**

Interstate Commerce Commission, in order to become fully informed as to extent of motor vehicle operations in interstate commerce and their relations to land and water transportation, and to determine the best means of coordinating the various transportation agencies, has instituted a general investigation under Docket 23100.

Extensive hearing throughout United States have already been held by Commissioner Brainard and Examiner Flynn starting at San Francisco will be held at Fairmont Hotel, January 27 to 30, 1931.

Following extended hearings in 1926 of Bus and Motor Truck Operation (C. C. 685), the Commission recommended to Congress the regulation of motor (but not of freight) traffic and H. R. 10288, was introduced in 71st session and is now pending as unpassed business, and proposes certain amendments embodying most of the Commission's recommendations.

**CUTLER HEADS GROUP TO AID UNEMPLOYMENT**

S. Waldo Coleman, chairman of the executive committee of the Community Chest, announces the appointment of a joint committee to act with a committee appointed by Andrew Gallagher, chairman of the Citizens' Committee, in planning for relief and employment during the winter months.

Leland W. Cutler, a director of the Chest and president of the Chamber of Commerce, is chairman of the Chest group which includes the following members:

Herbert E. Chayburgh, chairman of the budget committee of the Community Chest; W. P. Fuller, Jr., chairman of the Chest campaign committee; Frank M. Harris, chairman of the Chest directing committee; G. B. Peterson, chairman of the Chest relief council; James B. Smith, member of the executive committee and chairman of the central committee of the Community Chest.

This group will form a joint committee with the following appointed by Andrew Gallagher, chairman of the Citizens' Committee:

C. M. Wollenberg, chairman; Miss Katharine C. Fellon, Rev. Patrick G. Moriarty, John O'Connell, Frank Macdonald, Dr. Homer K. Pitman.

**RED CROSS MEETING**

The San Francisco chapter of the American Red Cross will hold its twenty-fourth annual meeting in the Colonial Room of the St. Francis Hotel, Friday, December 12, at 12:15 p. m.

Robert Newton Lynch of the Chamber of Commerce will be the speaker of the occasion and will discuss "The Red Cross and International Goodwill."

As a member agency of the Community Chest, the San Francisco chapter did not formerly observe the fourteenth annual Red Cross Roll Call, recently completed throughout the country. All donors to the Community Chest are members of the local Red Cross Chapter and are invited to attend this luncheon meeting at which Red Cross achievements of the past year will be reviewed.

**FRUIT GROWERS' AND FARMERS' CONVENTION**

The 63rd Convention of California Fruit Growers and Farmers will be held in Los Angeles, December 17, 18 and 19. The keynote features of the convention this year deal with the State's biggest agricultural problems and refer to marketing, standardization, quarantine and trade practices. A letter from G. H. Hecke, director of the Department of Agriculture in Sacramento, is to the effect that this year's convention will attract the most representative attendance of the series.

**Permanent Art Galleries**

- Beaux Arts Galerie - 166 Geary Street
- East-West Gallery - 609 Sutter Street
- de Young Museum - Golden Gate Park
- Courvoisier Gallery - 471 Post Street
- Gump Galleries - 246 Post Street
- Legion of Honor Palace - Lincoln Park
- Paul Elder Gallery - 239 Post Street
- Vadepino Gallery - 315 O'Farrell Street
- Vickers, Atkins & Torrey - 550 Sutter St.
- Worden Art Gallery - 312 Stockton Street
- Schwabacher-Frey Gallery, 735 Market St.
- Workshop Gallery - 536 Washington St.

*The Very Latest*  
**LEADS for NEW BUSINESS**

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified. Domestic Trade Department.

**Adjusters**—Eureka Adjustment Organization, 48 Post; General Adjustment Service, 25 Taylor; National Board of Credit Adjusters, 235 Montgomery.

**Apartments**—Mary Gouveia Apartments, 1903 McAllister.

**Architects**—Resing & McGuinness, 188 Pine.

**Artist**—W. R. Cameron, 535 Sacramento to 576 Sacramento.

**Attorneys**—A. R. Balm, 582 Market to 127 Montgomery; Arthur W. Perry, 26 O'Farrell; Jacob Schlusell, 185 California.

**Auto Painting**—Boris Day, 51 Shotwell to 177A 14th; General Auto Painting & Fender Works, 418 Golden Gate Ave.

**Auto Service**—Bay City Auto Repair Service, 220 Sacramento; Beranek & Alonzo, 468 Turk to 880 Post; Dodge Brothers Service & Garage, 655 Ellis; Valencia Auto Repair Shop, 140 Valencia.

**Automobiles**—McMahon & Brunley (used cars), 692 to 667 Valencia.

**Baths and Massage**—Frances Dee Adell, 693 Sutter.

**Beauty Shop**—L. Bohm (marcelling), 150 Powell.

**Beverages**—Jubilee Soft Drink Parlor, 6202 3d.

**Boiler Equipment**—Key Boiler Equipment Co., 231 Clay to 17th and Connecticut; E. A. Key Co., Inc., 231 Clay to 17th and Connecticut.

**Books**—Yda, 41 Campton Place.

**Brokers**—A. H. Beckman (grocery), 112 Market; De Carlo & Shuen (insurance), 235 Montgomery to 321 Sansome.

**Builder**—R. Glaze, Hearst Bldg. to 666 Mission.

**Building Maintenance**—San Francisco Building Maintenance Co., 241 14th.

**Cards**—Riley's Card Shop, 1358 Fillmore; Willy's Card Shop, 1358 Fillmore.

**Cleaners**—A-I Cleaners, 1589 Waller.

**Clothes**—Samuel Goldstein, 1607 Ellis to 702 Mission.

**Coal**—Hardy Coal Yard, 636 Laguna.

**Concrete**—Paramount Concrete Co. (Antonio Girolanni), 375 Wheeler.

**Confectioner**—G. Nast, 1603 Vallejo.

**Costumes**—San Francisco Costume Co., 1121 Market.

**Decorator**—E. F. Peterson (interior), 314 Sutter.

**Drayage**—Gaffney Drayage & Delivery Co., 90 1st.

**Dresses**—Davis Dress & Shop, 912 Market.

**Eggs**—Harvey Braren Egg Co., 2669 Mission.

**Electrolysis**—Blanche Du Bois, 166 Geary to 210 Stockton.

**Engineers**—Phillips & Cooper (consulting), 550 Montgomery.

**Express**—Morton Express, 160 Tehama to 193 3d.

**Filters**—Alaska Water Filter Co., 111 Morris.

**Florists**—Decia Evergreen Co., 182 5th; Kalmus's Flower Shop, 719 Market; Max Flower Shop, Powell and O'Farrell; Santa Cruz Florist, 1571 Vallejo.

**Food Products**—Skinner Mfg. Co. (Alfred H. Beckmann), 112 Market.

**Freight Forwarding**—Yellowway Freight Forwarding & Shipping Co., Ltd., 471 Ellis.

**Fuel**—B. A. Falmes, 112 Paris.

**Furnaces**—James H. Knapp Co. (industrial), 1125 Harrison to 15 Spear.

**Furniture**—Boone's Furniture Exchange & Express Co., 2201 Bryant.

**Gowns**—Mary Kemner, Fairmont Hotel.

**Greases**—Master Lubricants Co., 1866 Folsom to 22nd and Indiana.

**Grocer**—Fabrizio Metta, 3177 Mission.

**Hotel**—Corona Hotel, 673 Broadway.

**Ice Cream and Candies**—Virginia Harrison, 3408 24th.

**Insurance**—Carroll-Moring Co., 111 Sansome; Carroll-Moring Co., Ltd., 111 Sutter; Andrew G. Crow & Co., 235 Montgomery; Cumming & Bushfield, 660 Market; Eureka Mutual Life & Benefit Assn., 760 Market; Richard B. Klepper, 313 Montgomery; Allan Morton Co., 335 Montgomery.

**Investments**—H. L. Hays & Co., 165 California; Metals Investment Corp., Ltd., 165 California.

**Jewelry**—L. W. Cheney Wholesale Jewelry Co., 19 Powell.

**Ladies' Wear**—Jennad Ltd., 131 Post.

**Laundry**—Sam Gee, 718 Larch.

**Leather**—Santa Cruz Art Leather Co., 320 Market.

**Machines**—San Francisco Sales Co. (Jack C. Fugitt) (vending), 1073 Mission to 100 Potrero.

**Malt Products**—Westwood Malt Products Co., 1533 Ocean.

**Manufacturers' Agents**—De Camp Co., 311 California.

**Market**—Sanitary Fish Market, 1132 McAllister.

**Massouse**—Eva La Lone, 533 to 538 Sutter.

**Milinery**—Celia's Exclusive Millinery Shop, 209 Post.

**Motion Picture Film Exchange**—Metro-Goldwyn-Mayer Dist. Corp., 215 Golden Gate Ave. to Hyde and Eddy.

**Oriental Goods**—The Benton, 527 Grant Ave.

**Paints**—Hay's Paint Shop, 1645 24th Ave.

**Picture Frames**—Picture Frame Novelty Co., 235 Gough.

**Plaster**—National Acoustic Plaster Co., Ltd., 666 Mission.

**Plasterer**—A. W. Cordes, 666 Mission.

**Plumbing**—Richmond Plumbing & Heating Service, 5712 Geary; George A. Wara, 6427 to 5312 Geary.

**Printing**—Advertisers Typographic Service, 500 Sansome.

**Publishing**—Globe Democrat Publishing Co., 742 Market; West Publishing Co., 220 Montgomery to 200 Bush.

**Pumps**—Dayton Dowd Co., 7 Front to 501 Howard; James Gallagher (oil), 119 California to 111 Sansome; M. C. Mason, 149 California to 111 Sansome.

**Radio**—Supreme Radio Service, 420 Judah; Viking Radio Mfg. Co., 739 Gough.

**Radio Tubes**—Perryman Electric Co., 325 5th.

**Railroads**—Canadian National Railways, Freight and Passenger Depts., 689 to 648 Market; Grand Trunk Ry. System, Passenger and Freight Depts., 689 to 648 Market.

**Real Estate**—Ewers & Gorham, branch office, 6089 Mission; J. V. Fitzgerald, 364 Bush; H. Harris & Co., 120 to 218 Conroy.

**Refrigerators**—Albert A. Thiessen, 1361 Bush.

**Reporters**—American Reporting Agency, Hearst Bldg.

**Restaurants**—Barnett's Coffee Shop, 1781 Haight; Bright Spot Coffee Shop, 251 Ellis; Brown's Coffee Shop, 915 Hyde; Century Sandwich Shop, 301 Eddy; Fern Coffee Shoppe, 115 Golden Gate Ave.; Florist Restaurant, 200 5th; George's Hamburger Inn, 221 Chestnut; Hollywood Restaurant, 629 Green; New Columbus Restaurant, 641 Vallejo; Sonoma Restaurant, 257 Embarcadero.

**Service Station**—Jacob Service Station, 17th Ave. and Irving.

**Shoe Shining Parlor**—James Small, 585 Pacific.

**Smocks**—Khaki Smock Co., 220 18th Ave.

# SAN FRANCISCO BUSINESS

[San Francisco Junior Chamber of Commerce Issue]

DECEMBER 17, 1930

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange, Telephone DA 5600. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

Published once each month as the San Francisco Junior Chamber of Commerce Issue of San Francisco Business at 211 Merchants Exchange Building, San Francisco, California.

Editor - JOHN L. GOMPERTZ

Associate Editors

Morton Beebe Wm. Cathart Herman Nichols Lewis B. Reynolds Carl Wakelield  
Chairman, Publicity Committee - Robert B. Coons

Officers of the San Francisco Junior Chamber of Commerce

President - J. H. THRELKELD

Executive Vice-President - J. A. Folger 2nd Vice-Pres. & Treas. - Wilson Meyer  
Third Vice-President - Daniel W. Evans Secretary-Manager - Frank A. King  
Assistant Secretary-Manager - Waller Reimers

Directors

Lloyd H. Berendsen, A. H. Brawner, Arthur M. Brown, Jr., Edward H. Clark, Jr., Robert B. Coons, Lloyd W. Dinkelpiel, Daniel W. Evans, J. A. Folger, Chalmers G. Graham, John J. Heffernan, Robert M. Levison, Emile D. Maloney, Wilson Meyer, Martin S. Milau, Herbert H. Mitchell, Britton Rey, Frederic E. Supple, J. H. Threlkeld, J. J. Tynan, Jr., S. G. Walton, Archibald B. von Adelung.

## OBSERVATIONS

Golf tournaments are not easy things to stage successfully. To do this there must be able direction and capable financial management. San Francisco was indeed fortunate in having two men such as Charles Fay, Jr., who so ably directed all arrangements, and B. J. Frankenheimer who accomplished the Herculean task of raising the necessary funds. The city, both Chambers and their friends owe these two men a vote of thanks for their untiring efforts and success.

How many of you who leave your offices with the sun have come to see downtown San Francisco recently at night? It will be well worth your while. Whoever had charge of the decorations should receive much praise. It is beautifully done and very timely.

Now above all other times should be spread a gospel of confidence in San Francisco and the country. Faith, confidence and optimism will make this and succeeding Christmases happier for everyone.

We take this opportunity to wish all of our members and friends a Very Merry Christmas and a Happy and Prosperous New Year.

## House Naval Affairs Committee Reports Favorably on Bay Base

[continued from page 1]  
inspect and consider possible location in this area.

"We strongly urge that you communicate with the Northern and Central California Congressional delegation requesting that they insist that the Board inspect possible locations in this section of the State."

"Thus began the united movement which resulted in ninety-seven sites on the Pacific Coast being inspected. In the Bay area the Junior Chamber of Commerce acted as the clearing house for the Naval Committee and gathered the necessary data and statistics of twenty-three available sites for the investigating committee. With this aid, the Navy Board was able to complete its investigation in this section in two days and was loud in its praise of the Junior Chamber and the excellent and complete manner in which the data was assembled.

As a result of the Navy Airship Base Committee investigations, Camp Kearny at San Diego and Sunnyvale were selected as the two best possible locations on the Pacific Coast, four members of the Board voting in favor of Sunnyvale and one in favor of Camp Kearny.

At the last session of Congress, the members of the special board presented arguments pro and con. The San Francisco Chamber of Commerce at a great expense obtained the services of a competent engineer who made a most extensive study of Sunnyvale and presented a complete report of his findings at the

hearings before the House Naval Affairs Committee. The hearings were concluded at about the same time the last session of Congress adjourned so the committee's vote was held over until the session just opened. Much credit must be given to the San Francisco Chamber of Commerce for lending its hand at the proper time to enable this project to be carried through to a successful culmination. The Junior Chamber has maintained its reputation as a thoroughly persistent and active organization by seeing this project started with only a remote hope, pushed to a seeming reality. Who knows the Junior Chamber may yet justify the statement heard on more than one occasion, "If it can't be done let the Junior Chamber do it."

### Swiss Trade and Industry

The Swiss Federation of Commerce and Industry has just published its annual report on "Swiss Trade and Industry" for 1929. The volume contains statistical data on the different fields of Swiss industry, including population, agriculture, waterpower, factories, labor, cost of living, banking, foreign trade, etc. An important part of the volume is devoted to special reports on individual branches of trade and industry. The report contains about 280 pages, in a French or German edition, and can be obtained through the Swiss Consulate, 185 California Street, San Francisco.

## TRIED FRIENDS AND TRUE

The Publicity Committee of the Junior Chamber of Commerce takes this opportunity to thank four friends who were one hundred per cent behind the National Match Play Open Golf Championship and who were of outstanding importance in the success of the project:

Harry M. Hayward, golf editor, the Examiner.

Gerard J. O'Gara, golf editor, the Chronicle.

Owen Merrick, golf editor, the S. F. News.

Frank P. Nunn, golf editor, the Call-Bulletin.

Those close to the progress and development of the tournament from the publicity standpoint know these four men as sincere Junior Chamber boosters and the most regular sort of fellows personally.

## CIVIC LEADERS SUPPORT TOURNAMENT FINANCES

Exactly forty-two individuals and organizations bought season tickets in the amount of \$50.00 or over for the recent Open Golf Tournament, according to B. J. Frankenheimer, chairman of the Tournament Finance Committee.

Those who gave such generous financial support are the following:

T. C. Thelen, J. L. Osborne, Herbert Fleishacker, J. H. Threlkeld, V. J. Hellman, M. Bissinger, Roger Bentley, Harry Hill, Sam Kahn, E. Brown & Sons, L. Jekerman, A. J. Munn, J. A. Baerigabe, Morgan Ginst, Harry Brawner, Fred Myer, John Hughes, National Lead Company, A. P. Welch, W. P. Both, C. D. Tenney, A. C. Bierley, Louis Sloss, Jr., Wallace Alexander, A. S. Gunn, General Paint Corp., Marshall Hill, John Cabill, B. R. Finslon, Lloyd Heim, Stewart Hillrom, Cliff Weatherway, Edward Hills, Robert Reid, Mortimer Fleishacker, Martin Milau, L. O. Head, Lloyd Dinkelpiel, Ralph Thornton, J. D. Zellerbach, W. W. Crocker, Betail Dry Goods Assn.

Assisting B. J. Frankenheimer on the Finance Committee were Paul Bissinger, George Fortune, Val Mulkenbar, Artie Mirjia, Carl Wakelield and Miles York.

## INDUSTRIAL COMMITTEE SPONSORS AIR CONTEST

[continued from page 1]  
of the movement toward the relief of the unemployed being vigorously pushed by the Industrial Committee.

Harry Brawner concluded his talk by formerly presenting the prizes to the winners of the essay contest.

Miss Barbara McQuown of San Francisco was the winner of the first prize, a beautiful Bendler combination phonograph and radio receiving set, the first set of its kind manufactured in San Francisco. The second prize was won by Miss Elizabeth McLean of Sacramento and consisted of a splendid Bendler Gramo receiving set.

The following received honorable mention:

Robert Kossow, Gridley, Calif.; Charles Heppert, San Francisco; Phyllis Foreman, San Francisco, and Florence Thompson, Wardner, B. C.

A special committee composed of A. H. Brawner, chairman of the Industrial Committee; R. B. Coons, chairman of the Publicity Committee, and Theodore Brower, Publicity Committee, judged the contest.

## Fire Prevention Committee Works with Freeholder

[continued from page 1]

panies through their Board of Fire Underwriters, the Board of Fire Commissioners, the Fire Department, the Fire Prevention Bureau, the Fire Marshal's office and various organizations of proper owners.

Thomas Larke, Jr., vice-chairman of the Fire Prevention Committee, is directing this phase of the committee's work and it is expected that a modern centralized plan of fire prevention for San Francisco will result from its efforts, and the Board of Freeholders has considered the recommendations made.

## Supervisors Delay Action!

No action, as yet, has been taken by the Board of Supervisors in appropriating the \$100 which was spent for publicity purposes by the Junior Chamber of Commerce during Fire Prevention Week last October.

Funds for this purpose have been given by the city in the past, and the Fire Prevention Committee assumed that the same amount would be granted this year when it planned its budget, and carried out its program during Fire Prevention Week.

It appears that some hitherto unknown technicality has been discovered, which now prevents the Treasurer's office from reimbursing the Junior Chamber of Commerce for the money spent, an immediate action must be taken by the Board of Supervisors. The Fire Prevention Committee is very anxious that the matter be adjusted, so that its books may be closed on Fire Prevention Week before the end of the year.

## Golf Executive Committee Commended by Chairman

Much of the success for the recent golf tournament has been due to the efforts of members of the Golf Executive Committee, according to Charles W. Fay, Jr., who had charge of this great sport event.

Members of this committee who devoted a great deal of time to putting this tournament over were: Lloyd Dinkelpiel, vice-chairman; B. J. Frankenheimer, finance; Waller Gerould, score books and prizes; Harold Bayre, con testants; Harrison Godwin and Sidne Kahn, gallery; Gerald Nauman, course John G. Levison, rules; Lewis B. Reynolds, Ren Congdon, Robert B. Coons publicity; E. P. Crossan, transportation Seymour Turner and B. K. Vaughan, reception.

## Air Committee Wins Praise For First Flight Day

[continued from page 1]

Thomas M. Jennings, proprietor, Overland Airways.

E. F. Mayhough, aviation insurance.

Merrill C. Morsehead, aviation and general finance.

Ralph Lambert, advertising.

Burnell W. Wilson, advertising.

Henry Fickhoff, attorney-at-law.

Joseph C. Muske, private pilot.

W. G. Ryberg, assistant manager, aviation department Standard Oil Co.

E. P. Spaulding, air transport.

Steve Simpson, traffic manager, Boeing.

Walter G. Swanson, public relation counsel.

Frank S. Timberlake, U. S. N. R., private pilot.

Edwin H. Walter, broker, U. S. N. R. pilot.

# FACTS and CRACKS

# Transcontinental Freight Bureau Docket



Ed Kelly of the Membership Committee gained a liberal education while attending the Open Match Play Golf Tournament. Previous to this event he had always thought that stymie was a hair tonic.

While we are still thinking of the wonderful success of the golf tournament credit should be given where due. One Gerald Nauman had and did a splendid job as "specialist." (Apologies to Chick Sale.)

Recently Chalmers Graham, Bob Coons and Hamlin Thekheld actually took their wives on a vacation trip, touring the Redwood Highway and on up to the country where there is no 18th amendment. It is lucky that the weather was not so cold that their arms were frozen in that bent position.

Another bachelor fallen by the wayside, Ken Vaughan celebrated the Thanksgiving holidays by taking unto himself a bride. Congratulations, Ken, and may all your troubles, etc.

The last eighteen holes were well played by the final contestants but you should have been there when the committee played the 19th.

Another man gone wrong, Julius Kahn, son of Congresswoman Florence Kahn, was recently married. It is rumored that he will be forced to resign as a member of the Aeronautics Committee as the new Mrs. Kahn says no more high flying for Julius.

Here is a good one. A new committee has been formed namely the "Art Committee." Bill Vaughan has accepted his appointment and has in view as the first project the thorough examination of the famed portrait, "Stella."

Our former president, Merrill Brown, is traveling again. This time he is taking in the northern country and is at present in Seattle.

Britton Rey has left Texas and says, on his return, that Texas is so dry that the lizards have to spit on their hands (?) in order to jump from fence to fence. Evidently it was no place for him.

We are told that Harry Browner is to make a five months' tour of Europe and way points. Our recommendation after his successful evening at Lakeside is not to force his luck for Monte Carlo may not treat him as well as Calcutta.

Our prominent golfer and former director John Levison was heard to remark that Leo Diegal's form was unorthodox. John should take Leo under his wing and one of the two would undoubtedly improve his game.

E. A. Kelloway, a new Junior Chamber member, was given the job as ticket seller at the tournament and he sold tickets. In fact, he was so much on

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

11819—Juice Grapes, CL, eastbound: Request for establishment in Tariff 3-C (I. C. C. No. 1248, H. G. Toll, agent), of reduced carload rates on juice grapes from California to eastern destinations; the proposed rates to compare favorably with rates named in Item 2500 (wine, grape juice) of the tariff.

11820—Paper bags and wrapping paper, CL, westbound: From Alabama points: Request for carload rate of \$1.00 per 100 lbs., minimum weight 10,000 lbs., on paper bags, plain or printed, and on wrapping paper from Holt and Tuscahooosa, Ala., (Group "M") to Rate Bases 2 and 3, Tariff 1-I (I. C. C. No. 1246, H. G. Toll, agent).

11821—Metal locking bars, in bundles, I.C.L. and CL, westbound: Request that Item 3077-A (Section D, Tariff 1-I (I. C. C. No. 1246, H. G. Toll, agent), be amended to permit shipments of metal locking bars, in bundles.

11822—Dried beans, CL, eastbound: Request for carload rate of 90¢ per 100 lbs., on dried beans, minimum weight 60,000 lbs., from California to all destination groups, with transit at San Francisco, Sacramento and Stockton, in Northern California, and at Oxnard, Los Angeles and Wilmington, in

Southern California, Tariff 3-C (I. C. C. No. 1248, H. G. Toll, agent).

11823—Caps and hats, I.C.L., eastbound: Request for inclusion of caps and hats in Item 1612 of Tariffs 2-Z (I. C. C. No. 1247, H. G. Toll, agent), and 3-C (I. C. C. No. 1248, H. G. Toll, agent).

11824—Paper or paper articles, including boxes, dishes, pails, boxboard, chipboard, etc., I.C.L., eastbound: Request for carload rate of \$1.45 per 100 lbs., from California to Group "L," Items 2800 and 2900 of Tariff 3-C (I. C. C. No. 1248, H. G. Toll, agent).

11825—Tile or shapes (facing or flooring), wood composition, hydraulically compressed, dried, not baked or otherwise heat treated, also necessary nails, bedding compound and liquid magnesium chloride binder, CL, and I.C.L., westbound: Request for establishment in Tariffs 1-I (I. C. C. No. 1246, H. G. Toll, agent), and I-F (I. C. C. No. 1249, H. G. Toll, agent), of the following rates on tile or shapes (facing or flooring), wood composition, hydraulically compressed, dried, not baked or otherwise heat treated, to the Pacific Coast from Groups A B

C. L.	\$1.65	\$1.25	per 100 lbs., min. wt. 10,000 lbs.
I. C. L.	\$3.75	\$3.24	per 100 lbs.

Subject to note reading: "Shipments may include not more than 10% of weight of nails, bedding compound in bags or sacks, and liquid magnesium chloride binder in metal containers."

11826—Pipe or tubing, plate or sheet iron or steel, N. O., I. B. N., CL, westbound: Requests for amendment of the entry in Item 3450 of Tariffs 1-I (I. C. C. No. 1246, H. G. Toll, agent), and I-F (I. C. C. No. 1249, H. G. Toll, agent) reading: "Pipe, plate steel, riveted, to read: Pipe or tubing, plate or sheet, N. O., I. B. N."

11827—Sesame seed oil, CL, eastbound: Request for carload rate of 62½¢ per 100 lbs., on sesame seed oil from California to New Orleans, La., when for export to Cuba; corresponding reduced carload rates to be also established on sesame seed oil from California to Memphis, Tenn. (Group "E"), Ivorydale, O. (Group "C") and Chattanooga, Tenn. (Group "M"), Tariff 3-C (I. C. C. No. 1248, H. G. Toll, agent).

11828—Cold-pack rhubarb, CL, eastbound: Request that Item 1974-A Tariff 2-Z (I. C. C. No. 1247, H. G. Toll, agent), be amended to include rhubarb, in water or in its own juice or sugared when chilled or frozen for preservation while in transit, in cans crated, or in bulk in barrels.

11829—Heating or power boilers, wrought iron or wrought iron and cast iron combined, CL, westbound: Request that the words "or power" be added after "boilers, heating" in Section F of Item 3700, Tariff 1-I (I. C. C. No. 1246, H. G. Toll, agent), also that rate of \$1.87 per 100 lbs., be established from Groups "C" and "M" in this section.

11830—Cereal food preparations, I.C.L., westbound to South Vallejo, Calif. (Rate Basis 1): Request for amendment of Items 2020 and 2025, Tariff 1-I (I. C. C. No. 1246, H. G. Toll, agent), to apply also to South Vallejo, Calif. (Rate Basis 1).

11831—Snark plugs, CL, eastbound: Request for inclusion of snark plugs in Item 1115 Tariffs 2-Z (I. C. C. No. 1247, H. G. Toll, agent), and 3-C (I. C. C. No. 1248, H. G. Toll, agent).

11832—Tin plate (for reconditioning or retinning purposes), CL, eastbound: Request for carload rate of \$1.76 per 100 lbs., on tin plate (for reconditioning or retinning purposes) from California

to Group "L," Tariff 3-C (I. C. C. No. 1248, H. G. Toll, agent).

11833—Wooden wardrobes, CL, westbound: Request for inclusion of wooden wardrobes in Section 5, Item 2875-B of Tariff 1-I (I. C. C. No. 1246, H. G. Toll, agent), and Section 4, Item 2875-A, Tariff 1-I (I. C. C. No. 1249, H. G. Toll, agent).

11834—Rubber heels and soles, straight carloads, also in mixed carloads with hose, belting, packing, rubber tires, etc., westbound: Request for carload rate of \$1.75 per 100 lbs., on rubber heels and soles, minimum weight 30,000 lbs., from Group "D" to California under Tariff 1-I (I. C. C. No. 1246, H. G. Toll, agent). The proposed rate to apply also on mixed carloads of rubber heels or soles and hose, belting, packing (Item 3223). Further, mixture privilege to be provided on rubber heels and soles with rubber tires and other articles described in Items 5275 and 5280 of the tariff.

11835—Blind slats, CL, eastbound: California to Rate Basis 9001: Request that Tariff 27-M (I. C. C. No. 1232, H. G. Toll, agent), be amended to provide that commodity Group "D" rate of 90¢ per 100 lbs., from California to Rate Basis 9001 will apply also on blind slats.

11836—Jelly glue, in cakes or slabs, in mixed carloads with other glue, CL, westbound: Request for inclusion of jelly glue, in cakes or slabs, in Item 3005 of Tariffs 1-I (I. C. C. No. 1246, H. G. Toll, agent), and I-F (I. C. C. No. 1249, H. G. Toll, agent).

11837—Cake or cake breeze (cake oven refuse), CL, westbound: From Colorado to Nevada points: Proposal to cancel rate of 10¢ per 100 lbs., named in Item 6025 of Tariff 1-I (I. C. C. No. 1246, H. G. Toll, agent), from certain Colorado Group "D" points to Hazen and Walsburg, Nev.

11838—Wooden trellises, flower boxes, urns, garden seats and arbors, CL, eastbound: Request for carload rate of \$1.20 per 100 lbs., minimum weight 35,000 lbs., for 10 ft. cur, on wooden trellises, flower boxes, urns, garden seats and arbors, K. D., or when assembled folded flat and nested, from the North Coast to Atlantic Coast points, Tariff 2-Z (I. C. C. No. 1247, H. G. Toll, agent).

11839—Lamps and lanterns, gas generating, with or without globes or shades, I.C.L., also in mixed carloads with slaves, westbound: Request for less carload rate of not to exceed \$3.21 per 100 lbs., on lamps or lanterns, gas generating, with or without globes or shades, from Group "E" to the Pacific Coast, Tariffs 1-I (I. C. C. No. 1246, H. G. Toll, agent), and I-F (I. C. C. No. 1249, H. G. Toll, agent); also that these lamps and lanterns be included in Item 3225 of Tariff 1-I at rates subject to minimum weight 24,000 lbs., the weight of the lamps and lanterns not to exceed 15% of the total weight of the carload.

11721 (Amended)—Glass bottles, carboys, demijohns, jars, tumblers and other articles as described in Item 2930-series, Tariff 1-I, CL, westbound: Request for amendment of Section 2, Item 2930, Tariff 1-I (I. C. C. No. 1246, H. G. Toll, agent), by reducing the rates to the following basis (rates in cents per 100 lbs.): minimum weight 30,000 lbs. Groups: A, 385¢; B, 341¢; C-1, 306¢; D, 286¢; E, 261¢; F-1 to F-3, 251¢; K-1, M, \$14.25.

11814 (Amended) — Plaster boards, straight carloads, also in mixed carloads with plaster, eastbound: Proposal to eliminate the entry covering plaster boards from Item 1245 of Tariffs 2-Z (I. C. C. No. 1247, H. G. Toll, agent), and 3-C (I. C. C. No. 1248, H. G. Toll, agent) and establish a new Item in the tariffs on: Plaster boards (fibroboard, pilphboard,

## CHAMBER MAY HOLD ANNUAL PARTY

It is reported that the Executive Committee has approved another New Year's party for the members of the Junior Chamber. Those who were present on the occasion of the last dinner, held at the Press Club, have pleasant memories of an evening enjoyed by everyone.

While definite plans have not been made, it is said that an evening early in January is being considered.

the job that when the next event on this nature comes up on the calendar he is already chosen as Chief Ticket Salesman.

Another of San Francisco's prominent families is now represented on the Junior Chamber of Commerce lists. Harold Zellerbach has become a full-fledged member with all privileges.

R. J. Frankenhimer did a splendid job as chairman of the Finance Committee of the Open Match Play event. Those trying to get money out of him say he was plenty tough, but when all is said and done more power to him.

Look out for Wilson Meyer, for he is chairman of the General Finance Committee, and dues are not coming in to suit him. If you have not paid up, keep away from Wils, for he is liable to collar you.

Bob St. Claire, of the Fire Prevention Committee, who is convalescing from a serious illness, is expected to be active again with the committee after the first of the year.

# The Very Latest LEADS for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified. Domestic Trade Department.

**Advertising**—Motor Coach Advertising Co. (J. C. Houck), Chronicle Bldg. to 75 5th.

**Art Goods**—Walter C. Wing (wholesale), Room 215, 718 Mission.

**Artist**—Robert C. Rose (commercial), 681 Mission.

**Attorneys**—Everts Ewing Wild & Everts, 111 Sutter; George H. Bauerken, 68 Post to 235 Montgomery.

**Auto Laundry**—Lincoln's Auto Laundry, 129 Grove.

**Auto Parts**—Harry's Auto Parts, 760 Gough to 1729 15th.

**Automotive Supplies**—Allan Automotive Corp., 260-66 Spear.

**Automobiles**—Dodge Bros. Motor Car Agency, O'Farrell and Polk to 655 Ellis; Stutz of Northern California, 1900 Van Ness to 1661 Pacific Ave.

**Bank**—Bank of America N. T. & S. A., China Dept., 552 Montgomery.

**Barber**—Louis Polacri, 292 9th Ave.

**Beauty Shops**—Alice's Beauty Shoppe, 4111 18th; Elva-Western Womens Club Beauty Salon, 609 Sutter to 391 Powell; Western Womens Club Beauty Salon, 609 Sutter to 391 Powell.

**Box Lunches**—Red Seal Box Lunch Co., 2491 Folsom to 341 6th.

**Broker**—Irving Gollober (merchandise), 461 Market to 111 Sutter.

**Butter and Eggs**—N. V. Toff, 824 Harrison.

**Cards**—Ferry Kard Shop Studio No. 3, 212 Powell.

**Cleaners**—Yanna's Cleaner, 1804 Irving Club; Robert Larson Club, 802 Kearny.

**Confectionery**—Mrs. A. Payden, 49 Market.

**Cotton Goods**—Wamsuth Mills, 22 Battery.

**Creamery**—Sonoma Market Creamery, 1521 Polk.

**Dentists**—Dr. C. M. Alexander, 223 Geary to 135 Stockton; Dr. F. I. Mather, 947 Market.

**Draftsmen**—Brandt & Simmons, 183 California to 381 Bush.

**Dresses**—Marie's Dress Shop, 1067A to 943 Market.

**Electrical Equipment**—Chas. Cory Corp., (marine), 224 Spear to 115 Steuart.

**Engineer**—H. M. Eagle (structural), 110 Sutter.

**Express**—William Kennedy, 52 2d.

**Feed**—San Bruno Av. Feed & Fuel Co., 2585 to 2561 San Bruno Ave.

**Florists**—Astor Flower Shop (Wm. A. Gibbons), 5378 Mission; Wong & Sons, 49 Brenham Place.

**Furnaces**—Holly Heating Co., 3111 Geary to 111 Steiner.

**Furniture Repairing**—Presidio Furni-

ture Repair and Refinishing Shop, 2838 California.

**Furniture**—R. E. Fletcher, 2057 to 2275 Mission.

**Glass**—J. P. Hayes Glass & Glazing Co., 1980 to 1945 Sutter; Owens-Illinois Glass Co., 433 Kearny.

**Gowns**—Cecile & Belle, 210 Post.

**Grocers**—Best Foods Grocery, 430 Octavia.

**Ice Cream and Candies**—Ballou Sweet Shop, 1630 Ocean.

**Insurance**—Fred S. James & Co., Inc., 108 to 114 Sansome; Pacific Equitable Insurance Agency, 114 Sansome; Talbot, Bird & Co., Inc. (Walter L. Dawes), 108 to 114 Sansome; United Insurance Agencies, Ltd., 333 Montgomery; West American Commercial Insurance Co. (Frank Hood), 369 to 340 Pine.

**Investigations**—Equitable Service Co., Ltd. (Carlos S. Greeley) (personal accident), 351 California.

**Investments**—Chester B. Ellis & Co., 111 Sutter to 127 Montgomery; Webster S. Bulodge & Co., Ltd., 111 Sutter.

**Jewelry**—James Cini & Co. (Italian), 276 Post.

**Linotyping**—Walter S. Andersen, 316 Clay to 509 Sansome.

**Machine Work**—Nelson Machine Works, 565 Gough.

**Manufacturer's Agent**—Wesley Heidt, 168 Steuart.

**Markets**—Geary's Cash Market, 1928 Irving; Polk-Van Ness Green Market, 1129 Polk.

**Metal Spinning**—Atlas Metal Spinning & Sheet Metal Works, 21 Adde Court to 889 Pacific.

**Mimeograph Letter Service**—Foley Letter Service, 222 Kearny to 220 Montgomery.

**Notions**—Stacy Maede, 6335 Mission; R. A. Tuttle, 22 Battery to 908 Market.

**Oil**—West Central Oil Co., Ltd., Whitecomb Hotel.

**Paper**—Strathmore Paper Co., 593 Market.

**Physician**—Dr. M. Kunsler, 55812 Kearny.

**Plumbers**—J. L. Costa, 691 Filbert to 1801 Mason; Reardon & Co., 911 Bryant; Julius B. Schultz, 1980 to 1945 Sutter.

**Printing**—Ben Franklin Press-Daly Seeger Co., Ltd., 119 2d to 500 Sansome; C. Carroll, 549 Castro; Daly Seeger Co., 533 Mission to 500 Sansome.

**Publishers**—This Work Publishing Co., 951 Howard to 315 Hayes.

**Radio**—Henry W. Brockman, 2954 16th; Gillilan Bros. Inc., 291 Mission to 1345 Howard; H. W. Metz, 325 5th; Williams Radio & Electric Co., 1308 Divisadero to 1708 Octavia.

**Real Estate**—Wm. E. Stone, 110 Sutter.

**Restaurants**—Chefs Coffee Shop, 1386 Sutter; Steve Flaccio, 562 Green; Lundy & Ostroff, Pier 46.

**Securities**—Fay Securities Co., 111 Sansome to 340 Pine.

**Service Stations**—Barella's Super Service Station, Bay Shore and Woodley; Haylock's Service Station, 12th and Howard; C. Frei, 3d and Evans.

**Shipping and Commission**—Oska Shoen Kaisha, 310 Sansome to 292 California; Williams Diamond & Co., 310 Sansome to 262 California.

**Signs**—Coast Sign Co., 839 Polk; Eagle Sign Service, 380 Bush; Neon Sign Service Co., 290 7th to 2272 Market.

**Steamship Operators**—Quaker Line, 310 Sansome to 262 California; States Steamship Co., 310 Sansome to 262 California; Tacoma Oriental Steamship Co., 210 Sansome to 262 California.

**Stocks**—Alvin H. Frank & Co., 235 Montgomery.

**Studios**—Lang Studio, 541 to 564 Market; Charlotte Theobald (piano), 26

O'Farrell; Warriner Vocal Studios, 1531 Sacramento.

**Tailors**—H. Niesing, 994 Guerrero to 4063 24th; Perfection Tailor, 2512 Clement.

**Tobacco**—Brown & Williamson Tobacco Sales Corp., 60 Federal to 383 Brauman.

**Travel Bureau**—Greyhound Systems Travel Bureau, 53 5th.

**Wreckers**—Army Auto Wreckers, 3302 Army.

**Miscellaneous**—Acme Auto Metal Works, 715 Gough; Apartment Rental Bureau, 2007 Chestnut; Atlas Supply Co., Inc., 200 Bush; California Studios, Hearst Bldg.; Commercial Discount Co., 340 Pine; Detroit Trust Co., 235 Montgomery; Faber Petroleum Inspection Service, 1481 Turk; Fisher Truck Line, 46 Shipley; H & S Commercial Co., 2127 Union; Howard Home Service Co., 1619A Divisadero; Knauer & Lindner, Scott and Waller; Louie's Place, 1459 Powell; Oriental Shop, 543 Grant Ave.; Refrigeration Maintenance Corp., Ltd., 104 Olive; Mrs. Wallace Robinson, 26 Front; Schon-Gallis Co., Ltd. (Grommer Gallis), 29 Spear to 34 Davis; Telephone Business Service Co., Butler Bldg.; S. Teranishi & Co., 161 to 156 Grant Ave.; United Pacific Development Co., 369 Pine; Olive Wilcox, 55 New Montgomery.

# Industrial Developmen

Reported by the Industrial Department

## NEW INDUSTRIES

**National Cash Register Company** has established its Pacific Division office at the Shell Building, from which the company's business in the eleven West States is directed. Alex Thompson, Jr., Division Manager, formerly had 11 Western offices in Oakland.

**Gardner-Gravelle Company** have recently leased 5000 square feet of floor space at 500 Howard Street, where they will manufacture a line of cards, program high school and fraternity jewelry trophies and emblems. R. C. Gardner, manager of the new firm.

**California Insect Exterminating Company**, manufacturers of insect exterminators, has established a manufacturing laboratory at 945 Golden Gate Avenue. J. E. Raymond is president of the new company.

**Multigraph Composition Service** has been established by L. G. Jones at 31 Sansome Street to serve the trade with multigraph set-ups and type.

**Stromberg Electric Company** has established a district office and display stock at 7 Front Street to serve Northern and Central California. The concern, whose headquarters and factory is located in Chicago, manufactures a line of electrically operated time equipment. R. I. Peters is manager of the division office.

## News Note

Facilities of the Lawrence Warehouse Company's Gibson Terminal in Oakland will be available to shippers following the completion of the new Webster Street pier, President A. T. Gibson of the ward house concern and the Bay Cities Transportation Company announces. The new warehouse service was made possible through a recent agreement between the Oakland Port Commission and the storage executive.

### 2071—Indian Produce.

Sulka, India. Exporters of shellac, jute, hemp, eair yarns, kapoe, silk yarns, skins of water lizards, pythons, tiger and crocodiles, minerals, vegetable oils, brassware, oilseed cakes and other Indian produce in general is desirous of obtaining an agent here.

### 20719—Salmon.

Nicosia, Cyprus. General commission agent and merchant inquires for list of packers and exporters of salmon.

### 20720—Nuts.

Chfoo, China. Exporters of walnut and groundnuts seek a local market.

### 20721—Representative.

Los Angeles, Calif. Party would like to act as manufacturers' representative for local manufacturers in Shanghai, China.

### 20722—South China Products.

Hong Kong. Firm is desirous of extending their export business, particularly in the exportation of wool-oll, duck feathers, rattan and sea-grass furniture, and all other South China products.

### 20723—Japanese Products.

Nokohama, Japan. Exporters of silk goods, boys, shell buttons, tooth brushes, peanuts, hampoware, washing, slippers, dried mushrooms, etc., wish to enter into business relations with interested importers.

### 20724—Toys.

Kobe, Japan. Manufacturers and exporters of toys seek a local market.

### 20725—Cotton Gloves.

Kobe, Japan. Firm wishes to contact importers of cotton gloves for factory use.

# Foreign and Domestic TRADE TIPS

## Foreign Trade Tips

Inquiries concerning Foreign Trade Tips should be made to the International Trade Department of the San Francisco Chamber of Commerce, Davenport 5000, list numbers being given.

### 20706—Sardines.

Havana, Cuba. Party with agents at main cities and ports of Cuba desires to represent on a commission basis local exporters of sardines, to Cuba.

### 20707—Onions.

Havana, Cuba. Firm inquires for list of exporters of onions.

### 20708—Dishwashing Machines.

San Francisco. French manufacturer of dishwashing machines would like to make connections with San Francisco importer.

### 20709—Soap Leaves.

Handburg, Germany. Manufacturer of soap leaves in various odors, convenient to carry in a purse, seeks a local market for this commodity.

### 20710—Raisins.

Augsburg, Germany. Party is interested in contacting exporters of California raisins and currants.

### 20711—Metal Sheets.

Duesseldorf, Germany. Manufacturer of refined metal sheets wishes local representation.

### 20712—Tools.

Esslingen, Germany. Manufacturer of high-grade tools desires to contact importers in this vicinity.

### 20713—Tiles.

Dresden, Germany. Manufacturer of tiles wishes representation here.

### 20714—Transparent Paper.

Esslingen, Germany. Manufacturer of transparent paper (cellophane) which can be supplied in colors suitable for lamp shades and other art work; also flat and folded transparent bags, seeks connections with San Francisco importers or users of these products.

### 20715—Shoe Lasts.

San Francisco. A Czechoslovakian manufacturer of shoe lasts is looking for local representation.

### 20716—Raisins.

Trieste, Italy. Party wishes to be put in touch with exporters of raisins.

### 20717—Food Preserves.

Alexandria, Egypt. Party is interested in the importation of food preserves from California.

strawboard, felt or fibre and plaster combined), loose or in packages. Articles as described in Item 1245 (See Item 1245).  
Minimum weight 60,000 lbs., at following rates in Tariff 3-C from Rate Basis 1, also points taking Note 39 basis for rates, to Groups: D-1-E-4-G-H, 80¢ per 100 lbs.; J, 54¢ per 100 lbs.; and at same basis of rates in Tariff 2-Z from Rate Basis 1 to Group "D" and west as shown in sub-column in Item 1246, Tariff 4-F, H, C, No. 1249, H, G, Toll, agents, from certain Group "E," "G," and "H" points to the North Coast, viz.: Group "E" or "G" points in Iowa, Minnesota and Kansas 62¢ per 100 lbs. Group "F" points in Oklahoma 70¢ per 100 lbs. Group "H" points in Texas and Oklahoma 90¢ per 100 lbs.

## Belgenland Will Buy All Supplies Here

WHEN the world-cruising steamer Belgenland arrives in San Francisco, January 3, several butter and egg men will know that there is a Santa Claus. Word from the local offices of the International Mercantile Company, operators of the vessel, is to the effect that all of her Pacific Coast purchases of supplies, with the exception of fuel oil, will be made here. Just a few of the items are: 700 gallons of milk and cream, 100 cases of eggs, 900 pounds of fish, 21,000 pounds of fresh vegetables, exclusive of 7000 heads of celery and 8000 pounds of lettuce. In addition to the foregoing the big steamer will take on about 600 boxes of California fruits.

The Belgenland left New York December 15 with a party of world travelers, among them Professor Albert Einstein, who will leave the vessel in Los Angeles. She will remain two days in San Francisco. A number of desirable reservations are still available for the remainder of the voyage, and these may be made either through the local offices of the International Mercantile Marine, the Railway Express Company or other travel bureaus.

The forthcoming visit of the Belgenland will be the seventh in seven years.

## 5000 COMING TO S. F. FOR METAL CONGRESS

More than 5000 industrial plant operators are expected at the Western Metal Congress and Western Metal and Machinery Exposition, to be held February 6 to 20, in the Civic Auditorium, according to estimates of S. Craig Alexander, of Fay Holbrook, Inc., attendance chairman.

Other special committees just appointed are: Harold E. Gray, of Pacific Coast Steel Corporation, entertainment; George E. Batten, of Ludlum Steel Company, registration; James V. Coulter, of Earl M. Jorgensen Steel Company, Oakland, exhibits; John R. Gearhart of Oakland, plant inspection, and Howard S. Taylor, of mechanical engineering department, Stanford University, program.

In addition to the 5000 at the convention, Mr. Coulter estimated an attendance of 60,000 free invited guests at the exposition, which, he said, now is rapidly taking shape.

More than 50 speakers of world prominence in the metal industry, according to Mr. Taylor, are being lined up for the programs with a view to putting industrial plant operators in touch with the leading metallurgists of the day.

# Returning Light



**NATURE WISELY EQUIPPED MEN** with the ability to forget unpleasant things and to remember moments of happiness.

**A SAILOR**, drifting for days and nights, clutching a bit of wreckage, is rescued, revived, and counts the days until he can return to the sea he loves.

**MEN, WORN BY WORRY** of depressing times, forget the darkness with the first rays of returning light.

**AS TIME HEALS SORROWS** and dissipates hatreds and prejudices, so does it beautify with warmth and color our hopes and our friendships.

**IN THE WORK** which we are all trying to do together we have passed through a period which we shall soon forget. Already the light of a brighter morning breaks, and we will find happiness and satisfaction in greater and finer accomplishments.

**WE ARE AT WORK!**

LELAND W. CUTLER.

## Survey Shows Big Industrial Outlook in '31

**C**ITING an itemized list of \$151,883,000 of new construction as "Evidence of Increasing Prosperity in the San Francisco Bay Region during 1931," the Industrial Department of the Chamber has written 2000 eastern industrialists urging them to establish new branch plants now during current low prices.

"A marked improvement in business conditions in the area with every indication of greater gains for the immediate future, is shown through a recent survey by our Research Department," the letter states.

"The great gains in western population indicate a rapidly growing market, a greater percentage of which may be served from the San Francisco region than elsewhere."

Urging manufacturers to build their new plants here now, the letter continues, "The new low level of building costs is such that because of the smaller unit investment, a new factory can be operated at less cost than plants built during higher price levels. Experience of national concerns operating branch factories here demonstrates the fact that local plants are equal to, if not more efficient than, other plants operated by the same firm."

"Such national concerns as the Ford Motor Company, Shell Chemical Company, Associated Oil Company, and the General Petroleum Company (Standard Oil Company of New York subsidiary) are profiting by building during the present low price level."

An itemized list of projects under construction or which will be built during 1931 indicates that the United States will spend \$28,431,000; the State, \$10,639,000; bay region municipalities, \$33,056,000; and private business, \$80,350,000.

Commenting on the construction project survey, John B. Cahill, chairman of the Industrial Committee states, "We have been most conservative in preparing this list since it is our desire to avoid any appearance of misrepresentation through over estimation. On public projects, unless funds have been actually appropriated, they were not listed. In addition we have not included any part of the funds for the Golden Gate Bridge since information regarding the exact portion of the \$35,000,000 bond issue to be spent in 1931 is not available. We have, however, in all cases, indicated information regarding such projects."

San Francisco, Calif.  
Public Library

DECEMBER 24, 1930

Published weekly by the San Francisco Chamber of Commerce, 206 Merchants Exchange. Telephone DA venport 5000. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

## Transcontinental Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

**11840—Citrus fruits, deciduous fruits, Melons, cantaloupes and vegetables, CL, eastbound — package specifications:** Proposal to amend Tariffs 3-C (I. C. C. No. 1248, H. G. Toll, agent), and 37-B (I. C. C. No. 1227, H. G. Toll, agent) as follows:  
Item 500, Tariff 3-C—Item 120, Tariff 37-B;  
Add heading reading:

(1) Rates on citrus fruits published in Items of tariff making specific reference hereto apply only as follows:  
(a) (Subject to estimated weights shown below.)

On shipments in wooden packages of the dimensions shown below and constructed of sound shoo of the specifications and nailed, cleated and/or strapped as shown below.

(b) (Subject to estimated weights shown below.)

On shipments in wooden packages and of the same dimensions shown below but constructed of sound shoo of greater thickness and with the same or additional nails, cleats or straps.

(c) (Subject to Initial Line's actual weight.)

On shipments in wooden packages but of different dimensions and of greater capacity than as shown below but constructed of sound shoo of the same or greater thickness and with the same or additional nails, cleats or straps.

(d) (Subject to Initial Line's weight or to estimated weight shown below for the package of the next greater capacity for which an estimated weight is provided, whichever is less.)

On shipments in wooden packages but of different dimensions and of lesser capacity than as shown below but constructed of sound shoo of the same or greater thickness and with the same or additional nails, cleats or straps.

(2) Rates on citrus fruits in wooden packages which DO NOT conform as to soundness and thickness of shoo and/or nailing, cleating or strapping requirements will be increased 10% above the rates on packages which DO conform to such provisions of paragraph 1.

Cancel the following:  
"Applies only in connection with individual rate items making specific reference hereto." Estimated weights, and rules and regulations applying in connection with rates on citrus fruits, published in items of tariff, making specific reference hereto."

"Citrus fruits when shipped in wooden packages of inside dimensions named below to specified to estimated weights specified." (See Note 6 on page 230.) (See Note 6 on page 26.)

"The following provisions for materials, nailing or otherwise securing are the minima for such containers, but containers, constructed on the same plan and dimensions, but of thicker material or with additional nailing, cleats or straps, are also accepted as 'Standard Railroad Containers.'"

"NOTE 6"  
"Nothing herein provided will prohibit the use of containers not conforming to the requirements of Notes 1 to 5, inclusive."

Except for proposed changes and cancellations shown above, the provisions of Items 500 and 120 are to be continued as at present published.

Item 502, Tariff 3-C—Item 100, Tariff 37-B;

Add heading for deciduous fruits reading similar to that proposed under (1) and (2) Item 500, Tariff 3-C and Item 120, Tariff 37-B, except substitute "deciduous fresh fruits" for "citrus fruits."

Cancel the following:

"Applies only in connection with individual rate items making specific reference hereto." Deciduous fresh fruits when packed as provided below and shipped in wooden packages, of dimensions named below are subject to estimated weights specified."

"Charges on shipments of deciduous fresh fruits when not packed as provided above or when shipped in packages of irregular size in excess of dimensions prescribed herein, including lug boxes with fixed or slatted tops are computed on basis of initial line's weight, subject to minimum carload weights as herein provided. Shipments of deciduous fresh fruits are not accepted in packages without tops."

(Tariff 3-C—Tariff 37-B.)  
"Subject to Note 2 on following page."

NOTE 1. \*\*\* Containers constructed on the same plan and dimensions of thicker material, or with additional nailing, or with additional cleats or straps on outside of container, are also accepted as 'Standard Railroad Containers.' All shooks used, to be sound."

NOTE 2. "Nothing herein provided will prohibit the use of containers not conforming to the requirements of Note 1."

Add under heading of:  
Kinds of Fruits In inches Estimated depth, width, length wt. in lbs.

Deciduous fresh fruits Actual weight in lug boxes

Add under heading of:  
Minimum thickness Kind of fruit of shoo  
Deciduous fresh fruits Ends 11 1/2 in. in lug boxes Side slats 3/4 in. Top slats 3/4 in. Bottom slats 3/4 in.

Except for proposed changes and cancellations in the foregoing, the provisions of Items 502 and 100 are to be continued as at present published.

Item 506, Tariff 3-C—Item 115, Tariff 37-B;

Add heading for melons and cantaloupes reading similar to that proposed under (1) and (2), Item 500, Tariff 3-C; and Item 120, Tariff 37-B, except substitute "melons and cantaloupes" for "citrus fruits."

Cancel the following:  
"Shipments of melons and cantaloupes are taken on the following estimated weights:"  
"(Subject to Note 10, page 235.)"  
"(Subject to Note 10, page 21.)"

"The following provisions for material, nailing or otherwise securing, are the minima for such containers, but containers constructed on the same plan and dimensions, but of thicker material or with additional nailing, cleats or straps, are also accepted as 'Standard Railroad Containers.'"

(Tariff 3-C—Tariff 37-B.)  
"NOTE 10."

"Nothing herein provided will prohibit the use of containers not conforming to the requirements of Notes 1 to 3, inclusive."

Except for proposed changes and cancellations shown above, the provisions of Items 506 and 115 are to be continued as at present published.

Item 512, Tariff 3-C—Item 122, Tariff 37-B;

Add heading reading as follows:

(1) Rates on vegetables published in items of tariff making specific reference hereto apply only as follows:

(a) On shipments in wooden packages of the dimensions shown below and constructed of sound shoo of the specifications and nailed, cleated and/or strapped as shown below.

(b) On shipments in wooden packages and of the same dimensions shown below but constructed of sound shoo of greater thickness and with the same or additional nails, cleats or straps.

(c) (Subject to Initial Line's actual weight.)

On shipments in wooden packages but of different dimensions and of greater capacity than as shown below but constructed of sound shoo of the same or greater thickness and with the same or additional nails, cleats or straps.

(d) (Subject to Initial Line's weight, or to estimated weight provided for in rate item making specific reference hereto for the package of the next greater capacity for which an estimated weight is provided, whichever is less.)

On shipments in wooden packages, but of different dimensions and of lesser capacity than as shown below but constructed of sound shoo of the same or greater thickness and with the same or additional nails, cleats or straps.

(2) Rates on vegetables in wooden packages which DO NOT conform as to soundness and thickness of shoo and/or nailing, cleating or strapping requirements will be increased 10% above the rates on packages which DO conform to such provisions of paragraph 1.

Cancel the following:  
"Applies only in connection with individual rate items making specific reference hereto."

(Tariff 3-C; see also similar provision in 37-B.)

References to Notes 1 and 2.

"NOTE 1. Containers constructed and fastened as shown herein are approved as 'Standard Railroad Containers' for vegetables, as indicated but the details shown for materials, nailing or otherwise securing, are the minima for such containers. Con-

tainers constructed on the same plan and dimensions of thicker material or with additional nailing, cleats, straps, will also be accepted as Standard Railroad Containers."

"NOTE 2. Nothing herein contain will prohibit the use of containers conforming to requirements of 11 rule."

Except for proposed changes and cancellations shown above, the provisions of Items 512 and 122 are to be continued as at present published.

11841—Tile (facing or flooring), asphalt and Portland cement combined, hatched glazed or polished surface, C. westbound: Request for inclusion of entry in Item 5195, Tariffs 1-I (I. C. C. No. 1246, H. G. Toll, agent) and 4 (I. C. C. No. 1249, H. G. Toll, agent) reading:

Tile (facing or flooring), asbestos or Portland cement combined, hatched glazed or polished surface.

11842—Water heaters in mixed carload with machinery, etc., westbound: Request for inclusion of the following Item 3900, Tariffs 1-I (I. C. C. No. 12, H. G. Toll, agent), and 4-F (I. C. C. No. 1249, H. G. Toll, agent):

Water heaters (devices similar to heat backs and which go inside a boat against fire pot wall).

Water heaters (range boiler water heaters consisting of a casting inside of which there is a copper water coil, the device being attached outside the outer wall of a heating furnace and the water heated by the circulation of the boiling water from the heating furnace in the enclosed space around the copper water coil.

11843—Fish (corned, dried, dry salted, pickled or smoked), CL, westbound from Quebec points: Proposal to amend Item 8020 of Tariff 1-I (I. C. C. No. 1246, H. G. Toll, agent), and Item 1110 of Tariff 1-F (I. C. C. No. 124, H. G. Toll, agent), by adding Paspieria Que., on the same basis as Saint John N. B., and Barachois, Que., Cape Cove Que., Gascons, Que., Grand River, Que., Newport, Que., and Port Daniel, Que. on the Mulgrave basis.

11844—Cotton table cloths (pyroxl coated), I.C. and CL, westbound: Request for inclusion of cotton table cloths (pyroxl coated) in Item 23 of Tariffs 1-I (I. C. C. No. 1246, H. G. Toll, agent), and 1-F (I. C. C. No. 124, H. G. Toll, agent).

11845—Highway maps (advertising paper, I.C.), westbound: Request for inclusion of these highway maps Section 2, Item 1110 of Tariffs 1 (I. C. C. No. 1246, H. G. Toll, agent), and 1-F (I. C. C. No. 1249, H. G. Toll, agent).

11846—Pyrites, CL, eastbound: Request for carload rate of 55¢ per 100 lbs. of pyrites, minimum weight 80,000 lb. from Martell, Calif. (Anador Central R. R.) to Hobbs, N. M. (Group "D") and other points in mid-continent or fields, Tariff 3-C (I. C. C. No. 1248, H. G. Toll, agent), Anador Central R. R. to be shown as a participating carrier.

11847—Wooden electric wire poles, CL westbound—Group "J" to Phoenix, Ariz., etc.—crossing-in-transit: Request for amendment of Item 7510 of Tariff 1-I (I. C. C. No. 1246, H. G. Toll, agent), to provide that rate of 55¢ per 100 lbs. named therein from Group "J" to Phoenix, Mesa and Tempe, Ariz., subject to crossing-in-transit arrangements at Denver, Colo., as published in tariffs of individual lines.

11848—Walnut logs, CL, eastbound: Request for inclusion of walnut logs Item 225-1 of Tariff 27-M (I. C. C. No. 1232, H. G. Toll, agent) (description a softwood lumber and articles manufactured therefrom subject to commodity Group "D" rates).

11849—Steel tanks, CL, westbound: Request for carload rate of \$2.03 per 100 lbs., minimum weight 30,000 lbs., con-

steel tanks from Group "M" to the Pacific Coast, Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 1-F (I. C. C. No. 1249, H. G. Toll, agent) (Item 3960).

11850—Mississippi Export R. R.: Request for representation of the Mississippi Export R. R. as a participating carrier in Tariff 1-F (I. C. C. No. 1249, H. G. Toll, agent), and North Coast Directory \*10-A: Group "M" rates to apply from stations thereon.

\* (I. C. C. No. 1229, H. G. Toll, agent).

11851—Lumber and other forest products from Incline, Calif. (Yosemite Valley R. R.): Request for extension of "Coast" rates in California Lumber Tariff 27-M (I. C. C. No. 1232, H. G. Toll, agent), to apply also from Incline, Calif. (Yosemite Valley R. R.).

11852—Rubber goods, for export, C.I., westbound: Request for carload rate of \$1.50 per 100 lbs., minimum weight 21,000 lbs., from eastern points to Pacific Coast under Tariff 29-U (I. C. C. No. 1250, H. G. Toll, agent) on:

RUBBER GOODS, viz.:  
 Bags, air, rubber; balls, golf; belting; boots and shoes (including tennis shoes with canvas tops); boxes, hattery, hard rubber or asphalt, and parts; cement, rubber; chains, rubber tire; cloth, rubber face; compounds, rubber; fabric, friction, rubber; flaps or reliners, auto tire; gum and fabrics, rubber repair; heels and soles, also iron heel nails; hose; kits, pneumatic tire repair; liners, tire inner; mats or matting; packing; pads, rubber horse shoe; patch, rubber tire; patches, blowout; painting material, rubber tire; rollers and blankets (printers), rubber covered; soling, composition; tape, rubber friction; tile (facing or flooring), rubber composition; tires, pneumatic or solid rubber; tires, solid rubber, mounted on iron or steel base; tiring, solid rubber; tubes, inner; valves and caps, rubber tire; wheels, auto, with rubber tires attached.

11853—Mellilotus indica seed (sour clover), C.I., eastbound: Request for carload rate of 95¢ per 100 lbs. on mellilotus indica seed (sour clover) from California to points in Louisiana, Tariff 3-C (I. C. C. No. 1248, H. G. Toll, agent).

11854—Meat grinder blades or cutters, returned for sharpening, L.C.I., eastbound: Request for inclusion of meat grinder blades or cutters, returned for sharpening, in Item 3160 of Tariffs 2-2 (I. C. C. No. 1247, H. G. Toll, agent), and 3-C (I. C. C. No. 1248, H. G. Toll, agent).

11855—Wood tar, in tank cars, eastbound: Request for rate of 75¢ or 85¢ per 100 lbs. on wood tar, in tank cars, from California to eastern destinations, Tariff 3-C (I. C. C. No. 1248, H. G. Toll, agent).

11856—Matt, C.I., westbound: Request for carload rate of 28¢ per 100 lbs. on matt from Group "F" to Spokane, Wash. (Rate Basis 3), Tariff 1-F (I. C. C. No. 1249, H. G. Toll, agent).

11857—Electric refrigerators in mixed carloads with ranges, etc., westbound: Request for inclusion of electric refrigerators (mixed carloads) in Item 3225 of Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 1-F (I. C. C. No. 1249, H. G. Toll, agent).

11858—Potatoes, C.I., eastbound—from Eastern Washington: Request for reduction in carload rates on potatoes from Eastern Washington to trans-continental destinations in Tariff 2-2 (I. C. C. No. 1247, H. G. Toll, agent), to basis of rates in effect from Idaho points of origin.

11859—Motor truck seat cabs, unfinished, set-up or knocked-down, C.I., westbound: Request for carload rate of approximately \$1.85 per 100 lbs. on motor truck seat cabs, unfinished, set-up or knocked-down, in packages to, and including 51 inches in height, minimum weight 20,000 lbs., from Group "C" to the Pacific Coast, Tariffs

1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 1-F (I. C. C. No. 1249, H. G. Toll, agent).

11860—Petroleum or petroleum products, C.I., westbound: Request for amendment of Item 1195, Tariff 1-F (I. C. C. No. 1249, H. G. Toll, agent), to provide for carload rate of \$1.20 1/2 per 100 lbs. from Texas points to the North Coast.

11861—Coal, C.I., westbound—to Tonopah & Goldfield R. R. stations in Nevada: Proposal to cancel rates in Item 6004 of Tariff 1-1 (I. C. C. No. 1246, H. G. Toll, agent), on coal from eastern points to Tonopah, Goldfield, Blair Jet, Coal-dale and Millers, Nev., account no movement; combination on Hazen to apply.

11862—Asphalt composition tile, L.C.I. and C.I., westbound: Request for establishment of the following less carload and carload rates in Item 5492-series of Tariff 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 1-F (I. C. C. No. 1249, H. G. Toll, agent) from Group "D" to the Pacific Coast:  
 L.C.I., \$1.80 1/2 per 100 lbs.  
 C.I., \$1.06 1/2 per 100 lbs.—minimum weight 40,000 lbs.

11862 (Reopened)—Power water pumps, L.C.I., eastbound: Request for amendment of Tariff 3-C (I. C. C. No. 1248, H. G. Toll, agent), to provide for the following less carload rates on power water pumps from California to Groups:  
 A, \$3.75; B-C-C1, \$3.15; D-E, \$3.21; F-G-H, \$3.00; J, \$2.81 1/2 per 100 lbs.

11130 (Reopened)—Grading or road making implements, C.I., westbound—transit: Request for amendment of Item 2015 of Tariff 1-F (I. C. C. No. 1249, H. G. Toll, agent), to permit privilege of stopping-in-transit to partly unload.

11316 (Reopened)—Rough rolled glass, C.I., westbound: Request for carload rate of 65¢ per 100 lbs., minimum weight 80,000 lbs., on rough rolled glass from Group "E" to the Pacific Coast under Tariffs 1-1 (I. C. C. No. 1246, H. G. Toll, agent), and 1-F (I. C. C. No. 1249, H. G. Toll, agent).

**NEWSREEL FILM TO SHOW SAN FRANCISCO**

A striking newsreel of San Francisco and its development will be incorporated in a complete pictorial motion picture story, arranged for by the Golden State Theaters Circuit and the San Francisco Chamber of Commerce, being made by the cameraman of the Seenic Educational Film Productions of Hollywood.

The San Francisco Chamber of Commerce will be the custodians of the picture at the conclusion of its showing over the Golden State Theater Circuit, and are cooperating in the work. The picture will aid in stimulating convention and tourist travel and may be used by all civic organizations.

Scenes already suggested by the Publicity Department of the Chamber are: Golden Gate and the shipping activities from the air, parks, including golf facilities, lighting system of the business district, Mills Field, Civic Center, air ferries, scenes in Chinatown and the basic industrial situation.

The picture will be ready for exhibition in February and should prove to be a most interesting attraction.

**EMERGENCY RELIEF PLANNED BY CHEST**

The quota of \$2,110,000 is announced by the board of directors as the goal of the 1931 Community Chest campaign from February 25 to March 10. This represents the minimum needs of the 107 social and welfare agencies dependent on the Chest for maintenance, according to W. P.

**Foreign and Domestic TRADE TIPS**

**Foreign Trade Tips**

Inquiries concerning Foreign Trade Tips should be made to the International Trade Department of the San Francisco Chamber of Commerce, Davenport 5000, list numbers being given.

20726—Apples. Antwerp, Belgium. Party is desirous of contacting exporters of apples.

20727—Woven Chestnut Wood Fences. Garden City, L. I. Foreign trade counselor is inquiring the possibilities of establishing a branch on the Pacific Coast for the purpose of distributing woven chestnut wood fences made by hand in France.

20728—Lumber. San Francisco. Party in Basle, Switzerland, is interested in importing Oregon pine and California redwoods in lots of 100 tons direct from San Francisco.

20729—Carpet and Tapestry. San Francisco. Firm in Czechoslovakia which manufactures carpets and tapestry is desirous of securing local representation.

20730—Dried Mushrooms. San Francisco. A Czechoslovakian firm is interested in exporting dried mushrooms at wholesale to San Francisco.

20731—Braided Shoes. San Francisco. It is advisable for Czechoslovakia to place their orders at the present time.

20732—Preserved Ginger. San Francisco. A manufacturer of preserved ginger in the Orient is seeking a local market.

20733—Shrimp Meal. San Francisco. Firm wishes to be put in touch with local packers of shrimp meal.

20734—Snake Skins. Puum-Penh, French Indo-China. Exporters of snake skins are seeking a local market.

20735—Old Automobile Tires, Etc. Tsingtau, North China. Trading company is desirous of importing old automobile tires, club straight flour and galvanized iron sheets.

20736—Squid. San Francisco. Party would appreciate receiving the names of firms interested in the shipment of squid to South America.

20737—Fruit Trees. San Francisco. Party would like to be put in touch with nurseries in this State able to supply large quantities of the best quality of fruit trees to be shipped to Mexico.

Fuller, Jr., chairman of the campaign committee.

Mr. Fuller pays tribute to the courage and successful way in which the Chest agencies have met the steadily increasing demands on their resources during the economic depression. Some agencies, he explains, are carrying more than double their usual case load with prospects of even heavier obligations during the winter months.

In order that the needs of the poor may be met as adequately as possible, the increase of \$150,000 over last year's Community Chest quota will not be budgeted for year round maintenance of the agencies but will be used as a fund for emergency relief.

"This year, as never before," says Mr. Fuller, "it will be necessary to re-enforce family relief funds and funds allocated for the care of homeless, hungry men. To meet this situation, an emergency relief fund from which relief agencies can be assisted is vitally necessary."

20738—Copra. Guadalajara, Mexico. Party inquires for list of houses which sell copra, also which sell all kinds of greases for commercial and industrial uses.

20739—Stationery. San Francisco. Party asks for list of wholesalers of school stationery in San Francisco.

20740—General Merchandise. Berrien Springs, Michigan. Firm wishes to be put in touch with concerns which job and export general merchandise.

20741—Representation. Honolulu, T. H. Firm desires to be introduced to wholesalers and manufacturers who would like their goods represented or sold on a commission basis.

**Domestic Trade Tips**

Inquiries concerning Domestic Trade Tips should be made to the Domestic Trade Department.

D-3625—Food Stuffs. Los Angeles, Calif. Party desires exclusive line of food stuffs to sell to grocers.

D-3626—Sales Representative. Buffalo, N. Y. Firm desires resident representative in San Francisco to handle the sale of an electric floor machine used for scrubbing, waxing, polishing, sanding and grinding of floors and for the floating of cement floors, on commission basis.

D-3637—Representation. Dayton, Ohio. Firm manufacturing chewing gum wishes to secure representation in San Francisco, someone in a position to sell to the jobbing trade.

D-3638—Representation. Brooklyn, N. Y. Manufacturers of elevators and dumbwaiters desires to secure representation in San Francisco for the sale of his goods, to architects and contractors.

D-3639—Sales Outlet. Oakland, Calif. Manufacturers of gas heating appliances, maintaining sales forces and agencies, wish to secure additional lines to sell along with their own product. They have trained sales force as well as trained mechanics.

D-3640—Birds for Stocking Purposes. Richmond, California. Gentleman has number of quail, Chinese pheasants, and bob white quail to sell. Full details on file.

D-3641—Leather Goods. Greenfield, Mass. Manufacturers of high grade leather goods wish to contact large buyer or advertiser using this type of merchandise as gift merchandise either for conventions, anniversaries or Christmas gifts.

D-3642—New England Distribution. Manchester, Conn. Firm in East has large warehouses connected by spur track, and would like to represent San Francisco firm in that territory in order to use these facilities.

D-3643—Eastern Representation. New York City. Firm in East who will stock merchandise in New York, carry all accounts and discount bills, wishes to secure representation of San Francisco firms, desiring this type of service.

**Permanent Art Galleries**

- Beaux Arts Galerie - 166 Geary Street
- East-West Gallery - 609 Sutter Street
- De Young Museum - Golden Gate Park
- Courvoisier Gallery - 474 Post Street
- Gump Galleries - 246 Post Street
- Legion of Honor Palace - Lincoln Park
- Paul Elder Gallery - 239 Post Street
- Valdespino Gallery - 315 O'Farrell Street
- Vickery, Atkins & Torrey - 550 Sutter St.
- Worden Art Gallery - 312 Stockton Street
- Schwabacher-Frey Gallery, 735 Market St.
- Workshop Gallery - 536 Washington St.

# The Very Latest LEADS for NEW BUSINESS

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified. Domestic Trade Department.

**Advertising**—N. E. Strayer, 1095 Market, Attorneys—C. R. Gauthier (patent), 625 Market; Frank Hamburger, 111 Sutter.

**Auto Service**—Fleischer's Auto Repair Shop, 41 Ocean; Stutz Repair Co., 550 Turk to 1661 Pacific Ave.

**Automobiles**—Acme Auto Sales Co., 584 to 561 Valencia; George A. Wolfe, 330 Golden Gate Ave.

**Beauty Shops**—Elva-Hotel St. Francis Beauty Salon, St. Francis Hotel; Model Beauty Shoppe (Mabel Platt), 1298 12th Ave.; Nuari Permanent Wave Shop, 2517 Mission.

**Belt**—R. & J. Dick Co., Inc. (Balata), 58 Minna to 881 Harrison.

**Builders**—Reavey & Spiveck Ltd., Shell Building.

**Campaign Headquarters**—Community Chest of San Francisco, campaign headquarters, 225 Post.

**Candy**—Martha Washington Candies Co., branch store, 149 Montgomery.

**Chemicals**—Y-Co Chemical Products Co., 510 Battery to 619 Sansome.

**Cigars**—M. L. Loewenthal, 7 Front; J. Red Smoke Shop, 1002 Valencia.

**Cleaners**—Hotel Edward Cleaners, 3151 Scott.

**Club**—Guardian Club, 54 Ellis.

**Decorator**—Emma E. Booth (interior), 1295 39th Ave.

**Delicatessen**—Foresl Hill Delicatessen, 408 Dental Bldg.

**Dental Laboratory**—E. L. Sparks, 2595 Mission to 10 29th.

**Dresses**—Russ Bldg. Dress Shop, 235 Montgomery.

**Drugs**—Sutter-Jones Pharmacy, 798 Sutter.

**Engineers**—Strauss Engineering Corp., 405 Montgomery.

**Florists**—Home Flower Shop, 2051 Union.

**Fruit**—Fruit and Vegetable Exchange, 302 Hyde to 3214 Mission.

**Garages**—Bricker's Garage, 3135 24th; Valencia Garage, 923 Valencia.

**Hats**—Smith Hat Works, 1071 Valencia.

**Heating and Ventilating**—P. W. Wood, Inc., 1281 Mission to 385 1st.

**Importers and Exporters**—Yamale Bros, 510 Battery to 619 Sansome.

**Insurance**—Sunset Mutual Life & Accident Co., 2000 Van Ness Ave.; Sunset Mutual Life Insurance Co., 918 Market; Western Insurance Agency, 545 Grant Ave.

**Jewelry**—Roy J. Dable (wholesale), 704 Market; Dolanco Jewelry Co., 609 Vallejo; Shilling & Fogg, 830 Market.

**Ladies' Wear**—El Cortez Ladies' Shop, 552 Geary.

**Lingerie**—Harry's Lingerie Shop, 540 Geary.

**Malt**—Walter Barnett, 557 Haight.

**Manufacturers' Agents**—L. H. Bailsback, 704 Market; T. W. Thompson, 251 Geary.

**Painters**—A B G Painting & Spray Co. (L. C. Richards), 212 Tara to 310 Guttenberg; Geo. Packer, 301 Broderick.

**Plumbing**—Fix-It Shop (E. C. Hornick), 419 17th Ave. to 2226 Tharval; H. Hoffman, 20 Chester.

**Printing**—Aircraft Printing & Engraving Co., 81 Turk to 895 Market; C. A. Carrell, 512 to 519 Castro; Milton Kent Press, 531 Howard.

**Restaurants**—M N D Lunch, 380 Guerrero; Manhattau Sandwich Shop, 191 Eddy; Onondaga Lunch, 4819 Mission.

**School**—Pacific Heights Outdoor School (Bertha M. Earll), 1900 Jackson.

**Service Station**—Colma-Super-Service Station, Colma.

**Show Cases**—Royal Show Case Co., 759 to 770 McAllister.

**Stationery**—Pacific Stationery & Specialty Co., 2d and Mission to 968 Market.

**Sweeping Compounds**—Crescent Chemical Compound Co., 2722 17th to 636 Waller.

**Tailor**—M. Johnsrude, de Young Bldg.

**Theatre**—Parkview Theatre, 4510 Irving.

**Tires**—Easton & Lee Tire Service, 1375 Mission to 1434 Howard.

**Tools**—Miller Tool & Mfg. Co., 1000 Capp to 690 Turk.

**Transportation**—Fay Transportation Co., Pier 21.

**Miscellaneous**—Allied Trade Co., Ltd., 821 Market; Dr. Geo. D. Brison, 988 Market; Diamond Appliance Co. of Northern California, 988 Market; Golden Gate Kennel Club, 700 Market; Merchandise Clearing House, 815 Mission to 580 Market; Opportunity Shop, 1209 Sutter; Pagoda Festival, 33 Pagoda; Dr. Alex Raymond, 870 Market; Traders' Clearing House, 1095 Market; Ward-Wyman Laboratories, 1239 9th Ave.

**Apartment**—Whiteside Apartments, 150 Franklin.

**Architects**—Alfred Kuhn, 593 to 2018 Market; William Henry Rowe, 351 California.

**Attorney**—Otto C. Stelling, 235 Montgomery to 870 Market.

**Auto Devices**—Devil-Dog Distributing Co., Ltd., 130 Waverly Place.

**Auto Machinists**—J. Mitchell Co., Inc., 700 Sansome to 110 Battery.

**Automobiles**—Inverness Auto Sales (used cars), 1535 Van Ness Ave.; Little Auto Sales Co., 1735 Jackson; C. McGranahan (used cars), 1117 Van Ness Ave.

**Bakery**—Viking Bakery, 773 Haight.

**Beauty Shop**—Vera's Beauty Studio (Vera Krievsky), 150 Powell.

**Billiards**—Peninsula Pool Room, Colma.

**Brokers**—Johnston & Dempsey (insurance), 660 Market; E. D. Orfanello (stock), 405 Montgomery.

**Chiropractors**—Dr. T. J. Bennett, 1122 to 515 Sutter; Dr. D. Berger, 995 to 1109 Market.

**Cleaners**—Circle Cleaners, 1829 Geary; City Dye House, 4519 Irving to 2550 Sacramento; Rainbow Cleaning & Dyeing Works, 1411 Church; Anton Veit, 1731 Tharval.

**Coal**—Portola Coal Co., 206 Sweeney.

**Cooperage**—Berman Cooperage Co., 20 South Park to 831 Florida.

**Cotton**—California Cotton Mills Co. (Alfred Auxe), 310 California to 313 Sansome.

**Creams**—Monarch Cream Distributor (face), 1109 3d to 70 Rickard.

**Delicatessen**—Kate's Delicatessen, 2103 Deum.

**Drugs**—Holmgren's Pharmacy, 657 Fillmore.

**Eggs**—Lloyd N. Warn, 761 Valencia.

**Employment Agency**—Bookkeepers & Stenographers Exchange, 582 to 580 Market.

**Florists**—Toepke Floral Co., 716 to 730 Irving; Tsuchi Florists, 1601 Geary.

**Fruit**—Universal Fruit Products, 745 Bryant.

**Garments**—West Coast Garment Co., 49 11th to 783 Mission.

**Grocers**—P M Grocery Co., 4101 3d.

**House Cleaning**—Japanese House Cleaning Co., 1617 Oak.

**Insurance**—Allied Underwriters of the Union Insurance Society, 114 Sansome to 200 Bush; British America Assurance Co., 200 Bush; Citizens Insurance Co. of New Jersey, 114 Sansome to 200 Bush; Craven Dargan & Co. (general agents), 200 Bush; Safeguard Insurance Co. of N. Y., 114 Sansome to 200 Bush; Standard Insurance Co. of Hartford, 114 Sansome to 200 Bush; Standard Marine Insurance Co. Ltd., 114 Sansome to 200 Bush; Victory Insurance Co., 114 Sansome to 200 Bush.

**Manufacturers' Agents**—Newman-Fulton Co., 57 Post; S. Saunders, 111 New Montgomery; Frank Selby, 116 New Montgomery.

**Markets**—Old Solari Market, 918 Newhall; Over the Top Market, 1204 Fillmore.

**Millinery**—Lucille & Blanche E. Cooke, 133 Geary.

**Music**—S. L. Cross Music Corp., 923 Market.

**Oil**—Rancho Oil Corp., Ltd., 111 Sutter.

**Painters**—Eagle Painting & Decorating Co., 1234 Steiner to 629 Fulton.

**Railroad Companies**—Canadian National Railways, Passenger Department, 689 to 648 Market; Grand Trunk Ry. System, Passenger Department, 689 to 648 Market.

**Refrigeration**—Shirar Young Co., 1515 Market.

**Restaurants**—Luca Restaurant, 405 Francisco; Oltendorf's Sandwich Shop, 139 8th.

**Service Station**—Leggas & McGrath, Ocean and Harold.

**Signs**—General Signs & Advertising, 115 Turk; S. J. Miller, 1231 Steiner to 629 Fulton.

**Stationers' Supplies**—Stationery Supply Co., 143 2d.

**Steamship Operators**—Canadian National Steamships, Passenger Department, 689 to 648 Market.

**Tanners**—Leggal & O'Neill, 1145 San Bruno to Quesada and Griffith.

**Toilet Preparations**—Peroxide Mfg. & Specialty Co., Ltd., 1109 3d to 70 Rickard.

**Typewriters**—Crown Typewriter Co., 52 California.

**Underwear**—M. R. Fleischman & Co. (unfrs.), 16 to 22 Fremont.

**Miscellaneous**—Aderaf Leather Press, 261 Bush; Baeder Adamson Co., 310 Harriet to 217 Brannan; Bay Shore Freight Lines, Pier 23 to Pier 21; Chicago Civic Opera Co., 153 Kearny; Citizen's Committee to Stimulate Employment, Women's Division, Page and Gough; Economic Conservation Committee of America, 745 Bryant; A. Harry Field & Co., 660 Market to 235 Montgomery; Dr. Harry Snider, 906 Market; State Credit & Service Bureau, 925 Market; Wing-Heyman Co., 718 Mission; Wood Struthers & Co. (Russell Macdonald), 235 Montgomery.

# INDUSTRIAL Development...

Reported by the  
Industrial Department of S. F. Chamber  
of Commerce

## NEW INDUSTRIES

**Hollywood Fruit Candy Company** has established a factory at 1520 Divisadero Street for the manufacture of a chocolate dipped processed dried fruit candy. At the present time the company is distributing the bay area but contemplated national distribution of their new product. S. W. Stearn is manager of the company.

**Radio Laboratories** has established sales headquarters at 703 Market Street for the distribution of their radium charged mineral water now being bottled at their Oakland laboratory. During the coming year they contemplate the removal of their plant to San Francisco where they will produce their product on a larger scale.

**Super-Power Manufacturing Company**, Ltd., has established an assembly plant and sales headquarters at 670 Turk Street for their all new California made "Super-Power" spark plugs. According to Manager F. M. Anthony, the new concern plans building up distribution for their product in California, and then gradually expand to western states and national sales. At the present time parts for the plug are being made in Oakland.

## EXPANSIONS

**Leggal & O'Neill**, tanners of glove leather, have recently moved into a new three-story plant at Quesada and Griffith Avenues from their former location at 1115 San Bruno Avenue. Additional facilities in their new location will enable the concern to double their present number of employees and production to thirty people as soon as market demands require. The new structure contains 22,500 square feet of floor space.

**Peroxide Manufacturing & Specialty Company** has recently moved to 70 Rickard Street from 1409 Third Street. The new location, containing 10,000 square feet of floor space, provides adequate space for the installation of a new 80000 bottling plant and increased production of the various types of toilet products made by the company, according to Manager Hugh H. Bannister.

between San Francisco and Oakland, on the one hand, and Delano, Bakersfield, Magunden, Weedpatch and Arvin Districts, on the other hand, with pickup and delivery service, excepting in Delano and Bakersfield, covering the transportation of fresh fruits, vegetables, melons, and farm and orchard products to San Francisco as well as a return haul of empty carriers, farm or orchard supplies, or merchandise.

## Grain Rate Postponement

The Interstate Commerce Commission has further extended the effective date of its order in Docket 17000—Rate Structure Investigation on Grain and Grain Products within the Western District and for Export—to April 1, 1931, instead of January 1, 1931, for the reason that carriers were physically unable to publish the revised rates by January 1, 1931.

## AUTO TRUCK SERVICE GIVEN CERTIFICATE

The Railroad Commission has granted certificate of public convenience and necessity to P. D. Johnson authorizing operation of an auto truck service be-

# National Survey Places S. F. Fourth in Public Improvements

## Store Buyers Urged to See S. F. Products

THE Domestic Trade Committee of the Chamber of Commerce mailed letters last week to the owners and managers of all large San Francisco stores urging that buyers give consideration to locally manufactured merchandise in making their purchases of 1931 stocks. Special stress is laid upon the present unemployment situation here and the importance of stimulating, wherever possible, the purchasing volume necessary to maintain San Francisco's position as a buyers' center.

The letter signed by A.M. Brown, Jr., chairman of the committee, follows:

"This is the time of year that your buyers go East to make their purchases for 1931. They are leaving San Francisco during the period when the unemployment situation and the consequent economic distress are both serious problems.

"The Domestic Trade Committee of the Chamber of Commerce is much interested in diverting through local channels as much of the buying power represented by your institution as is consistent and proper. Not only does the purchasing volume thus developed help to make San Francisco a buyers' center; it also does much to relieve unemployment and stimulate local trade at a time when this is vitally necessary to the welfare of our city.

"Such stimulation will have its effect on your own business, as money used in buying locally manufactured and distributed products will, in some part at least, find its way back again through your establishment.

"For your guidance, the Domestic Trade Department of the Chamber of Commerce maintains

## We Buy in San Francisco

*The following letter from A. J. Shragge, president of the Federal Outfitting Company, was received by the Domestic Trade Committee of the Chamber in response to the communication which is printed in the adjoining column on the left. It is cooperation such as this that will safeguard San Francisco's position as a buyers' center.*

"Mr. A. M. Brown, Jr., Domestic Trade Committee, San Francisco Chamber of Commerce, 451 California Street, San Francisco, Calif.

"Dear Mr. Brown:

"Please be advised that for some twenty-one stores we operate here in the state practically 90% of the ladies' merchandise is purchased here in the San Francisco or the Los Angeles market. We maintain a buying office here for the north and maintain another one in the south. All merchandise for the northern stores from Bakersfield north is bought in the San Francisco market.

"Please also be advised, we have always been an advocate of purchasing merchandise here in the local market and can truthfully state that we are perhaps one of the first concerns that stopped buying east, as we stopped buying east almost ten years ago and buy everything locally.

"We are certainly glad to see the Chamber of Commerce take such a stand in behalf of the local market.

"Always ready to cooperate, we are

"Yours truly,

"FEDERAL OUTFITTING COMPANY

"By A. J. Shragge, President."

## \$187,650,000 Will Be Spent Here in Immediate Development

THE astonishing fact that San Francisco is fourth among 171 of America's largest cities in the value of public improvements now under construction or immediately pending, is announced this week by the Chamber following receipt of a nation-wide survey just completed by S. W. Straus & Co. of New York.

San Francisco is led only by New York, Chicago and Philadelphia and shows a total of \$187,650,000 in public improvements, of which \$6,350,000 are actually under way and \$181,300,000 pending. Los Angeles is eighth with a total of \$81,083,010.

These figures, which corroborate recent forecasts by the Chamber that the coming year will be one of the greatest in the city's history in the matter of construction and development were compiled during an impartial investigation by the eastern firm which required six months of intensive research.

In a letter accompanying the final report of the survey, Straus & Co. give credit to the research department of the Chamber for valuable assistance in the undertaking. The figures of the ten leading cities follow:

	Total Imp'v'ts	Under Way	Pending
New York .....	\$1,386,930,000	\$660,165,000	\$726,665,000
Chicago .....	501,805,000	36,900,000	161,905,000
Philadelphia ..	330,250,000	11,500,000	315,750,000
San Francisco	187,650,000	6,350,000	181,300,000
St. Louis .....	122,000,000	72,000,000	50,000,000
Buffalo .....	120,000,000	23,000,000	97,000,000
Columbia, S. C.	86,201,163	20,861,163	65,310,000
Los Angeles ....	81,083,010	16,083,010	38,000,000
Newark, N. J. ...	75,810,000	2,210,000	73,600,000
Kansas City, Mo.	57,000,000		57,000,000

The survey was prepared for the purpose of laying before the general public the tremendous amount of public construction now pending in all parts of the United States and to accelerate further development for the relief of unemployment and the restoration of business stability.

San Francisco, Calif.  
Civic Center,  
Public Library

# SAN FRANCISCO BUSINESS

DECEMBER 31, 1930

Published weekly by the San Francisco Chamber of Commerce, 206 Merchants Exchange. Telephone DA venport 5900. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the Act of March 3, 1879.

## Transcontinental Freight Bureau Docket

The following subjects which have been docketed have been referred to the Standing Rate Committee and will be disposed of not earlier than twelve days from the date of the notice. If hearing is desired on any subject, request therefor must be made within twelve days from date. Action on the subject listed will not be restricted to the exact scope of the docket, but may include other points of origin and destination, or other commodities or recommendations, varying from changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

**11863—Paper box, suit case or trunk cover or lining, or envelope lining, printed or imprinted, L.C.L. westbound:** Request for inclusion of paper box, suit case or trunk cover or lining, or envelope lining, printed or imprinted, in Section 2 of Item 4110-A, Tariffs 1-1 (I. C. C. No. 1216, H. G. Toll, agent), and 1-F (I. C. C. No. 1219, H. G. Toll, agent).

**11864—Wooden veneer boxes, K. D. flat, CL, westbound:** Proposal to include wooden veneer boxes, K. D. flat, in Item 3885 of Tariff 1-1 (I. C. C. No. 1216, H. G. Toll, agent).

**11865—Grain and grain products, CL, westbound from Colorado & Southern Ry. Wyoming points:** Proposal to amend the last paragraph of Item 250, Tariff 1-1 (I. C. C. No. 1216, H. G. Toll, agent), to read as follows:

The rates from points in Colorado, Nebraska and Wyoming, which are lower than from Group G, on commodities described in Items 2000, 2005, 2010, 2015, 2020, 2030, 2035, 2010, 2015, 5920, 5925, 5930, 5935, 5910, 5945, 5950, 5955, 5960 or 5965, do not apply from points on or via the Atchison, Topoka & Santa Fe Ry. when routed via points in Group G (except points in Colorado), or Group H, either when shipped direct to final destination or when diverted en route, or when given transit privileges, except that on commodities covered by the items referred to, originating at the points in Colorado on the Chicago, Burlington & Quincy R. R. or Great Western Ry., points in Colorado, New Mexico or Wyoming on the Colorado & Southern Ry., or Texas points on the Fort Worth & Denver City Ry. north of Dalhart, Texas, to Texline, Texas, inclusive, accorded transit at points on the Fort Worth & Denver City Ry., Vernon, Texas, and north, to but not including Dalhart, Texas, the highest rate in the movement that is, origin to transit point, or origin to destination, or transit point to destination, will apply when shipments are routed via Colorado & Southern Ry., Siverla, N. M., Fort Worth & Denver City Ry., Amarillo, Texas, Panhandle & Santa Fe Ry., Texico, N. M., Atchison, Topoka & Santa Fe Ry. to destination. (Exception to Item 160.)

The items referred to in the above paragraph to be amended by including "Wyoming points on Colorado & Southern Railway" in explanation of reference mark in connection with Group G rates which gives reference to Item 250.

**11866—Tin or terne plate in mixed carloads with iron or steel roofing, ceiling or siding, flashings, plate or sheet iron or steel, etc., westbound:** Request for

inclusion of tin or terne plate (mixed carloads) in Item 3600-series, Tariffs 1-1 (I. C. C. No. 1216, H. G. Toll, agent), and 1-F (I. C. C. No. 1219, H. G. Toll, agent), subject to the same "exception" in connection with minimum weight of 60,000 lbs. as now shown for plate or sheet iron or steel.

**11867—Envelope moisteners, earthenware or porcelain, L.C.L. westbound:** Request for inclusion of earthenware or porcelain envelope moisteners in Items 4565 and 4575, Tariffs 1-1 (I. C. C. No. 1216, H. G. Toll, agent), and 1-F (I. C. C. No. 1219, H. G. Toll, agent), subject to same released valuations as shown in the items for earthenware, etc., N. O. 1, B, N.

**11868—Pine oil, in tank cars, westbound:** Request for carload rate of \$3.25 per 100 lbs. on pine oil, in tank cars, from Gulf ports to Vancouver, B. C., Tariff 1-F (I. C. C. No. 1219, H. G. Toll, agent).

**11869—Canned goods, CL, eastbound:** Proposal to reduce the rates on canned goods, Item 1920-series, Tariffs 1-1 (I. C. C. No. 1216, H. G. Toll, agent), and 1-F (I. C. C. No. 1219, H. G. Toll, agent), from all origin territory to the Pacific Coast account rates available via Atlantic or Gulf ports and Panama Canal.

**11870—Canned goods, CL, eastbound:** Proposal to reduce the rates on canned goods, Item 1300-series, Tariffs 2-Z (I. C. C. No. 1217, H. G. Toll, agent), and 3-C (I. C. C. No. 1218, H. G. Toll, agent), from the Pacific Coast to all transcontinental destinations account rates available via Panama Canal and Atlantic or Gulf ports.

**11871—Carded cotton, CL, westbound:** Proposal to eliminate "carded cotton" from Item 5515 of Tariffs 1-1 (I. C. C. No. 1216, H. G. Toll, agent), and 1-F (I. C. C. No. 1219, H. G. Toll, agent).

**11872—Gums, imported, L.C.L. and CL, eastbound:** Proposal to amend Item 750, Import Tariff 30-F (I. C. C. No. 1215, H. G. Toll, agent), by publishing therein the following rates to Rate Bases 3-A, 1, 5 and 6:  
L.C.L., \$1.50 per 100 lbs.; CL, 85¢ per 100 lbs., minimum weight, 30,000 lbs.

**11873—Dried beans, imported, CL, eastbound—for export to Mexico:** Request for carload rate of 80¢ per 100 lbs., minimum weight 60,000 lbs. on dried beans, imported from Japan, from California ports to Laredo, Texas, when for export to Monterrey, Mexico.

**11874—Woodpulp cellulose products, L.C.L. and CL, westbound:** Request for inclusion of an entry in Item 2370-series of Tariffs 1-1 (I. C. C. No. 1216, H. G. Toll, agent), and 1-F (I. C. C. No. 1219, H. G. Toll, agent), reading as follows:

Woodpulp cellulose products, viz.: Napkins, neck strips, towels or wadding, in boxes; pads, sanitary, in boxes.

**11875—Lathing (wood shavings compressed with binder), CL, eastbound:** Request for establishment of the following carload rates in Item 3791, Tariff 2-Z (I. C. C. No. 1217, H. G. Toll, agent), from Chewelah, Wash., to:  
Groups: A, \$1.00; B, 85¢; C-C1, 78¢ per 100 lbs.

**11876—Brass, bronze or copper sheets, not perforated, CL, westbound:** Request that Item 1810 of Tariff 1-1 (I. C. C. No.

1216, H. G. Toll, agent), be amended to include the following carload rates, minimum weight 40,000 lbs., to California from:

Groups: B, \$1.55; C, \$1.48 per 100 lbs.

**11877—Lubricating oils, in tank cars, westbound:** Request for rate of 53¢ per 100 lbs. on lubricating oils, in tank cars of shell capacity 6,000 gallons or over, from El Dorado, Ark. (Group "E"), to California under Tariff 1-1 (I. C. C. No. 1216, H. G. Toll, agent).

**11878—Candles and liquid agricultural insecticides, mixed carloads, westbound:** Request for mixed carload rate of \$1.65 or \$1.66 per 100 lbs. on candles and agricultural insecticides, liquid, minimum weight 30,000 lbs., from Group "E" to Rate Bases 2 and 3, Tariff 1-1 (I. C. C. No. 1216, H. G. Toll, agent).

**11879—Wall board (other than plaster board), CL, westbound:** Proposal to reduce the carload rates on wall board (other than plaster board), minimum weight 10,000 lbs., Item 1713 of Tariffs 1-1 (I. C. C. No. 1216, H. G. Toll, agent), 1-F (I. C. C. No. 1219, H. G. Toll, agent), to the same basis as applicable on paperboard, etc., Item 1118-A (Section 1) of the tariffs, viz.:  
From Groups (Trf. 1-1): A, \$1.30; B, \$1.15; C-C1, \$1.08; D-E, \$1.00; F-G, 99¢; H, 99¢; J, 85¢; K...; L, \$1.15; M, \$1.08; N, ...

From Groups (Trf. 1-F): A, \$1.30; B, \$1.15; C-C1, \$1.08; D-E, \$1.00; F-G, 99¢; H, \$1.00; J, 85¢; K...; L, \$1.15; M, \$1.08; N, \$1.00.

**11880—Cullet (broken glass), CL, eastbound:** Request for carload rate of 60¢ per 100 lbs. on cullet (broken glass), minimum weight 60,000 lbs., from California to Shreveport, La. (Groups "E" and "F"), Tariff 3-C (I. C. C. No. 1218, H. G. Toll, agent).

**11881—Metal porch swings, K. D. or folded flat CL, westbound:** Request for inclusion of metal porch swings, K. D. or folded flat, in Sections 2 and 5 of Tariff 1-1 (I. C. C. No. 1216, H. G. Toll, agent).

**11882—Paper bags, plain or printed, and wrapping paper, westbound—from Bogalusa, La., Kreole, Pascagoula, East Moss Point, Miss.:** Proposal to cancel explanation of circle D reference mark in connection with Group "C" and Group "M" rates in Item 1116 of Tariff 1-1 (I. C. C. No. 1216, H. G. Toll, agent), which now provides for carload rate of \$1.00 per 100 lbs. on paper bags, plain or printed, or wrapping paper from Bogalusa, La., Kreole, Pascagoula and East Moss Point, Miss.

**11883—Canned goods, CL, eastbound—from Salem, Ore., in connection with The Salem Navigation Company:** Request for representation of the Salem Navigation Company as a participating carrier in Tariff 2-Z (I. C. C. No. 1217, H. G. Toll, agent), and North Coast Territorial Directory 10-A (I. C. C. No. 1229, H. G. Toll, agent); application of rates to be limited to canned goods, Items 1385, 1200 and 1295 of Tariff 2-Z, from Salem, Ore., via Salem Navigation Company and Union Pacific System.

**11884—Soya bean cake and meal, imported, CL, eastbound:** Proposal to either increase or cancel the 30¢ rate to Rate Basis 1 and west, Item 557 of Tariff 20-F (I. C. C. No. 1215, H. G. Toll, agent).

**11885—Phosphoric acid, in tank cars, westbound:** Proposal to establish the following rates in Item 1511, Tariff 1-1 (I. C. C. No. 1216, H. G. Toll, agent), to Rate Bases 1, 2 and 3, from:  
Groups: K, \$1.65; L, \$1.50; M, \$1.25; per 100 lbs.

**11886—Amended (Reopened)—Window glass, CL, westbound:** Request for carload rate of 75¢ per 100 lbs., minimum weight 80,000 lbs. on window glass from Groups "B" and "C" to the Pacific

## Foreign and Domestic TRADE TIPS

### Foreign Trade Tips

Inquiries concerning Foreign Trade Tips should be made to the International Trade Department of the San Francisco Chamber of Commerce, Davenport 5000, 11 numbers being given.

**20742—Onyx.**

Paris, France. Party is anxious to collect firms quarrying and exporting onyx.

**20743—Crystal Glass.**

Melnik, Czechoslovakia. Exporters of glass products inquire for names of merchants interested in importing high-class Bohemian crystal glass.

**20744—Chinaaware.**

Danzig-Langfuhr. Party is desirous of being put in touch with local importers of chinaaware.

**20745—Goldfish.**

Cincinnati, Ohio. Party wishes to collect importers of genuine Japanese gold fish.

**20746—Oriental Crystals.**

New York City. Importers of costume jewelry inquires for best source of supply for Oriental crystals, made in Japan.

**20747—Indestructible Pearl Beads.**

Kobe, Japan. Manufacturers of indestructible pearl bead necklaces, bracelets, etc., are seeking a local market.

**20748—Paper Tissue.**

Kobe, Japan. Suppliers of Toyo cloth (paper tissue) which is used for ladies' hats and shoes, are looking for connections with importers and dealers in this city.

**20749—Codfish.**

Osaka, Japan. Exporters of thinned and dried codfish are seeking local connections. Samples on file.

**20750—Sewing Machine Parts.**

Osaka, Japan. Manufacturers and exporters of various sewing machine part and accessories are desirous of opening business relations with dealers of this line.

**20751—Representation.**

Guayaquil, Ecuador. Party representing several local exporters in Ecuador wishes to take on additional lines, preferably wholesale groceries. First-class references available.

**20752—Information Re Argentine.**

Buenos Aires, Arg. Trade lists, statistics, data, customs rulings, duties or an information on Argentine will be sent to interested parties.

**20753—Representation.**

Buenos Aires, Arg. Party would like 1 represent local exporters of edible oil, canned fish, fresh and dried fruits in the Argentine Republic. References available.

**20754—Reptile Skins.**

Mexico, D. F. Party inquires for name of dealers in reptile skins.

**20755—Foreign Investigation.**

San Francisco. Party is desirous of contacting firms interested in industrial and trade investigation in Spanish America on food, lumber or machinery.

Cost. Item 2970 (Section 2), Tariffs 1-1 (I. C. C. No. 1216, H. G. Toll, agent) and 1-F (I. C. C. No. 1219, H. G. Toll, agent).

**11616 (Amended)—Manufactured fertilizer (containing superphosphate, muriate of potash and sulphate of potash) CL, eastbound:** Request for carload rate of 65¢ per 100 lbs., minimum weight 10,000 lbs., on manufactured fertilizer (containing superphosphate muriate of potash and sulphate of potash) from the North Coast to Group "J," Tariff 2-Z (I. C. C. No. 1217, H. G. Toll, agent).

**COMMUNITY CHEST  
QUARTERS OPENED**

Headquarters for the Community Chest 1931 appeal were opened last week at 225 Post Street by Mrs. Leo J. Clayburgh, chairman of Headquarters Committee, when 6000 volunteer workers took possession of the building loaned to the Community Chest by Ransohoff's.

W. P. Fuller, Jr., chairman of the Campaign Committee, is busy organizing his aides into divisions preparatory to the drive for funds which will be held from February 25 to March 10.

"This year more than ever," is the slogan used by Fuller in urging team workers to sign up. The Campaign chairman points out that the sum of \$2,440,000 which includes an emergency fund for relief of \$150,000, will be asked.

**STUDY PREVENTION  
OF HEART DISEASE**

"Heart disease is often preventable," says Dr. William J. Kerr, chairman of the Heart Committee, sponsored by the Community Chest, the San Francisco County Medical Society and the San Francisco Tuberculosis Association.

For several years, according to Dr. Kerr, San Francisco has been going forward with a program for the study of heart conditions and their relief and prevention. We have tried to avoid statistics which would tend to alarm people about the dangers of heart disease where nothing can be offered in treatment. It behooves every one to know how to prevent the serious consequences attending certain infections, such as Rheumatic Fever and other diseases in childhood and early adult life.

Probably in no city in the United States is there such a complete representation of all agencies interested in the subject of heart disease and its prevention as in San Francisco.

**Domestic Trade Tips**

Inquiries concerning Domestic Trade Tips should be made to the Domestic Trade Department.

**D-3644—Resident Salesman.**  
Philadelphia, Pa. Firm desires to appoint a resident salesman for line of fine fancy men's wear, worsted suitings and uniform fabrics for San Francisco.

**D-3645—North Western Representation.**  
Spokane, Washington. Party interested in adding new line of men's neckties or women's wear to one already carried. Details on file.

**D-3646—Salesman.**  
New York City. Firm manufacturing knitted goods wishes to secure salesmen to represent them in San Francisco.

**D-3647—Representation.**  
Miami, Florida. Manufacturers of new golf game desire to establish agency in San Francisco either with established firm or individual.

**D-3648—Manufacturer and Distributor.**  
Muskegon, Mich. Firm desires to contact some manufacturer who would take over the manufacturing and distributing of sprinkling stand. Details on file.

**D-3649—Representation.**  
Santa Monica, Calif. Southern California representative wishes to contact bay district manufacturers looking toward representing them in that territory.

**THANKS TO BURHANS**

The following article is reprinted from the December issue of the Bulletin published by the Honolulu Chamber of Commerce.

The Chamber of Commerce of Honolulu takes this opportunity to express appreciation of the work done by one man, who, in the comparatively short time he has been a member, has proved himself one of the most useful—Harry N. Burhans, special representative of the San Francisco Chamber of Commerce.

During the last three months Mr. Burhans has directed two civic activities undertaken here for the first time—National Home Furnishings Style Show, and Buy Early—Mail Early campaign.

Through his experience in handling such activities, his enthusiasm and ability to inspire others, both of these undertakings were carried out effectively. Mr. Burhans originated and worked out all the details—in the first case as chairman, in the second case as committee member responsible for the work. Without his services, neither effort could have been the success that it was.

**Industrial Development**

REPORTED BY THE  
*Industrial Department of S. F. Chamber of Commerce*

**NEW INDUSTRIES**

The Rath Sales Company is one of the factory branch plants located in San Francisco during the past six months. The new concern, located at 37 Pacific Street, distributes smoked and canned meat products of the Rath Packing Company whose headquarters are located at Waterloo, Iowa, and local lard and cheese. Housed in a two-story structure containing 22,000 square feet of floor space, the Rath Sales Company employs 26 people on an annual pay roll estimated at \$50,000. James F. Kerr is the local manager.

S. L. Cross Music Corporation has recently moved to San Francisco and established headquarters

at 508 Kress Building. The firm's line of popular sheet music will be produced by local printers and distributed by their concern, President S. L. Cross states.

Minneapolis-Honeywell Regulator Distributors have established a direct factory branch, during the past year, at 557 Market Street where they carry a warehouse stock of their heat control apparatus, for distribution throughout California. Headquarters and the main factory is located at Minneapolis, with a branch factory at Wabash, Indiana. A. F. Erickson is the local manager of the company.

**NEWS NOTE**

The Collins-Hencke Candy Company, Ltd., has been formed and will start business immediately through the merger of the two former concerns known as the Collins-Hencke Candy Company and the General Candy Company. The consolidated firms will continue the manufacture and distribution

of all brands and lines of both former firms in the Collins-Hencke plant at 620 Folsom Street. Necessary additional machinery will be moved from the former General factory at 505 Third Street, and Herbert Brown and Fred M. Ganz of that concern will be affiliated with the new concern.

**METAL EXPERTS OF  
NATION COMING HERE**

Virtually every important industrial plant within a radius of 50 miles of San Francisco will be visited by delegates to the Western National Metal Congress, according to statements of John R. Gearhart, of Oakland, chairman of the plant inspection committee.

The congress, and its accompanying Western National Metal and Machinery Exposition, will be held February 16 to 20, in the Civic Auditorium, with industrial experts, metallurgists and technical engineers from all parts of this country in attendance. It is held annually in some key city of this country through arrangements of the American Society for Steel Treating.

W. H. Eisenman, of Cleveland, secretary of the society, said all delegates and visitors will have pointed out to them the manufacturing opportunities of San Francisco and vicinity. Expectations are that the convention will serve to spread the latest discoveries pertaining to metals and industrial machinery to an interested audience. The last meet of the kind was held in Chicago.

**STORE BUYERS URGED  
TO SEE S. F. PRODUCTS**

(continued from page 1)

a complete index of all locally manufactured and distributed commodities. Any time you desire access to this information it will be most cheerfully given.

"Bespeaking your consideration of San Francisco manufactured and distributed products, and with best wishes for your continued prosperity throughout the year 1931, we are

"Yours very truly,

"SAN FRANCISCO CHAMBER  
OF COMMERCE,

"A. M. Brown, Jr., Chairman,  
"Domestic Trade Committee."

**Very Latest Leads for  
NEW BUSINESS**

Listed below are the names of new firms and changes of addresses of old firms engaged in the business under which they are classified. Domestic Trade Department.

**Apartments**—Nineteen Fifty Clay Apartments (Genevieve Weira), 1950 Clay.

**Armatures**—Fredericks Armature Corp., 730 Clementina; United States Armature Corp., 730 Clementina.

**Artist**—Addison Helms (commercial), 376 Sutter.

**Associations**—Carpel Layers Union No. 1, 1208 to 1171 Market; Upholsterers Bay District Council of, 5 City Hall Ave. to 1171 Market.

**Auto Service**—R. Baraglia, 2200 Lombard.

**Batteries**—Pioneer Battery & Electric Co., 772 to 927 Post.

**Beauty Shops**—Legans Margaret Beauty Shoppe, 235 Miramar; Marie's Beauty Shoppe, 1397 9th Ave.

**Keep a File of "San Francisco Business"**

EACH ISSUE CONTAINS MOST VALUABLE

**TRADE INFORMATION**

# LEADS for NEW BUSINESS

(continued from page 31)

**Bonds**—Hatfield & Co., 235 Montgomery.

**Books**—Fred T. Darvill (law), 54 McAllister.

**Broker**—C. E. Barnhart, 1182 Market.

**Builders' Material**—West Builders Supply Co., 380 Market.

**Butcher**—H. Ripen, 206 Plymouth.

**Caskets**—Boyetown Burial Casket Co., 1375 Mission.

**Chemicals**—Pacific Chemical Co., 247 Fremont to 74 Tehama.

**Chiropractors**—P. N. Cerpa, 1214 Polk; Guy T. Powell, 903 Cole to 900 Taylor.

**Chocolate**—Chocolate Sales Corp. (J. W. Withers), 160 Beale.

**Cigars**—B & H Cigar Store, 352 Grant Ave.; L. Coreghino, 4291 to 4279 Mission; Sylvan Jacobson, 511 Howard; Les' Smoke Shop, 4747 Mission; Tut's Smoke Shop, 1301 Mason.

**Cleaners**—Economy Cleaners, 509 Cortland; Lewis French Dry Cleaners & Tailors, 706 Geary; Nuway Cleaners & Dyers, 2312 Irving.

**Creamery**—Sun Down Creamery, 3111 16th.

**Dental Laboratory**—T. A. Fisher, 2418 Fillmore to 135 Stockton.

**Dentists**—Dr. R. G. Hobson, 695 Chenery; Dr. Hubert L. Redemeyer, 490 Post to 135 Stockton.

**Displays**—Featurecraft Studios, 667 Stevenson.

**Dry Goods**—Fred Butterfield & Co. (Fred H. Hacke, Jr.), 526 Mission to 88 1st; New York Merchandise Co. (wholesale), 552 Mission to 88 Cumberland.

**Electrical Service**—R. H. Hibbs, 973 Market.

**Engineers**—Stacey Engineering Co., 255 Montgomery.

**Exporters**—Anderson & Miskin Ltd., 16 California.

**Florist**—John Tayan, 5 Kearny.

**Flowers**—Artificial Flower Shop, 316 Geary.

**Food Products**—Paramount Distributing Co., 70 Harriet to 2253 Bryant; Plumb & Co. (mfg.), 310 Sacramento.

**Fruits and Vegetables**—James Produce Co., 4150 18th.

**Furniture**—Silas Hagopian (specialty), 2106 Polk to 1452 Broadway.

**Furrier**—F. W. Quade (mfg.), 209 Post.

**Gasoline Service Stations**—Bay Counties Gasoline Stations, 220 Montgomery to 200 Bush; San Francisco Gasoline Stations, Inc., 220 Montgomery to 200 Bush.

**Ginger Ale**—Belfast Ginger Ale Co., 820 Pacific.

**Golf**—L. A. Young Golf Co., 153 Kearny.

**Groceries**—H. Marcus, 689 Webster; Service Grocery, 901 Sutter to 127 Eddy.

**Hats**—Bock's Exclusive Hatters, 325 Nor.

**Hospital Supplies**—Reid Bros. Inc., 91 Drumm to 525 Market.

**Hotel**—Carnot Hotel, 501 11th.

**Importers**—Wilson Import Co., 110 Front.

**Ink**—Associated Ink Co., Ltd., 523 Folsom.

**Insurance**—George Irwin, 2415 Van Ness Ave.

**Investments**—Goodwin Investment Co., 995 Market; J. C. Kahn, 220 Montgomery; M. Ochs, 700 Market; John Livingston Thomas, 235 Montgomery.

**Library**—Bahai Library, 2426 California.

**Malt**—Haight Malt Co., 557 Haight.

**Markets**—Greg's Fruit Market, 2031 Fillmore; Old Solar Market, 4222 34.

**Meat**—Palace Wholesale Meat Market, 749 Market.

**Merchandise**—California Co. (electric), 515 Market.

**Moving**—Searles Van & Storage Co., 3346 Mission.

**Painters**—E. Anderson, 762 Clementina to 542 Natoma; McGrath Co. (sign), 108 Olive.

**Paper**—Aeme Paper Co., 436 Hayes to 19 Duobe.

**Printers**—Atlas Press (A. A. Stranton), 132 Hyde to 119 Sacramento.

**Radio**—County Line Radio Laboratory, 5955 Mission; Frank Siken, 2385 20th Ave.

**Railroad Companies**—Canadian National Railways, Freight Department, 689 to 648 Market; Grand Central Railway System, Freight Department, 689 to 648 Market.

**Real Estate**—Del Monte Realty Co. of San Francisco, 235 Montgomery; William Rock Ltd., 235 Montgomery.

**Restaurants**—Fairmont Coffee Shop, 1000 Bush; Goose Lunch, 110 4th; Henry's Dairy Lunch, 3036 16th; New Mamia Restaurant, 1931 Sutter; W K O Grill, 35 Taylor; Gans Tosseuo, 50 Anna Lane.

**Service Stations**—California Battery Service Station, Van Ness and Jackson; Conitts Service Station, 19th Ave. and Irving.

**Signs**—Arrow Sign Co., 324 Jessie; San Francisco Sign System, 300 4th; Viking Sign Co., 200 4th.

**Stamping**—San Francisco Metal Stamping Works, 2269 Folsom to 327 Langton.

**Steamers**—A. Paladini Inc., Pier 23 to Pier 19.

**Tea House**—Green & Gross (merchants), 1508 Ellis.

**Tires**—Ingleside Tire Shop, 1119 to 1115 Ocean; Peter Lutz Tire & Vulcanizing Shop, 520 Montgomery to 140 Battery.

**Transportation**—Larkin Transportation Co., Pier 23 to Pier 21.

**Typewriter Supplies**—Shalleross Co., Inc., 112 Market to 7 Front.

**Miscellaneous**—Airship McComb Co., 2910 Shot Blvd.; Art Display Co., 1043 Mission; Blue Line Trucking Co., 377 Minna; Columbia Coaching Bureau, 681 Market; Consolidated Sales Co., 1031 Polk to 628 Ellis; Ellis-Fillmore Amusement Co., Ltd., 1611 Ellis; Handy & Allsebrook, 266 9th; Jack's Fix-It Shop, 4636 Balboa; Richard A. Joy Corp. & Partnership Trust Service, 582 Market; H. F. Lewis, 1500 Sutter; Mab Products Co., Inc., 247 Fremont to 74 Tehama; Mechanite Corporation of California, Ltd., 55 New Montgomery; Mt. Zion Hospital Endowment Campaign, 220 Montgomery; Pass & Seymour, Inc., 252 5th to 355 9th; Pioneer Line, Pier 23 to Pier 21; San Francisco Retail Board of Trade, 988 Market.

## SUPERINTENDENT GWINN TELLS NEED OF SERVICE FOR SCHOOL CHILDREN

The following communication was addressed to the Chamber of Commerce by Joseph Marr Gwinn, Superintendent of Schools in San Francisco, with the request that the subject he discusses be brought to the attention of our members. It is therefore published herewith in full.

"From time to time the need arises for service to the children in the public schools or to the teachers, which service cannot well be provided by the Board of Education or out of public funds. There are doubtless citizens of wealth who might be interested to provide the necessary funds if these citizens knew of the need. I do not know whether or not the Chamber of Commerce through its publications would be in position to call attention to opportunities for service. I am appealing to you for information and suggestions.

"More recently the Museum of Anthropology of the University of California, located on Parmassus and Second Avenues, has advised me that in order for the Museum to continue the lectures to public school children, grades five to eight, inclusive, it would be necessary to have additional help to compensate for the time given by those regularly employed by the University in bringing these lectures to the public school children. The Director estimated that an annual expenditure of \$1000 would provide the required assistance.

"For a number of years classes from the public schools have been taken to the Museum and given an explanatory lecture followed by an inspection of that section of the Museum related to the lecture. These lectures have been very worthwhile. Some 15,000 children attended the lectures last year.

"There is also the need of a new building for the education of

crippled children. While an expenditure of public funds for such a building would be entirely legitimate it would also be proper for the Board of Education to accept the gift of such a building from someone who would want to do something especially for crippled children.

"In Pittsburg, Pennsylvania there is a Foundation known as the Frick Foundation the income from which is devoted to scholarship to teachers who take leaves of absence for the purpose of attending university in order better to qualify themselves for the service of teaching.

"I would like very much for some of our men and women to begin to think of the public school in connection with bequests and gifts.

"Very truly yours,

"J. M. GWINN,

"Superintendent of Schools."

### Permanent Art Galleries

- Beaux Arts Galerie - 166 Geary Street
- East-West Gallery - 609 Sutter Street
- de Young Museum - Golden Gate Park
- Courvoisier Gallery - 171 Post Street
- Gump Galleries - 246 Post Street
- Legion of Honor Palace - Lincoln Park
- Paul Elder Gallery - 229 Post Street
- Valdespino Gallery - 315 O'Farrell Street
- Viekyer, Atkins & Torrey - 550 Sutter Street
- Worden Art Gallery - 312 Stockton Street
- Schwabacher-Frey Gallery, 735 Market Street
- Workshop Gallery - 536 Washington Street



*San Francisco...*

*"Important as Trade and Commerce are, and impressive as are production and financial statistics, a city is loved for her people, for the pleasant living and good times one has there. San Francisco is very proud of her spirit of hospitality, her friendliness, and her own metropolitan atmosphere. She invites the world to come and enjoy itself, knowing that once they are aware of how pleasant it is to live here, they will wish to work here a well."*

