

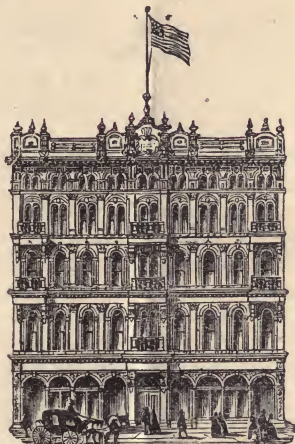
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BANCROFT
LIBRARY

The Bancroft Library

University of California • Berkeley

OPENING DAY. ITEMS FOR VISITORS.



Bancroft's New Building,

721 Market Street, San Francisco, July 30, 1870.

MANUFACTURING AND MERCANTILE.

BOOKS, STATIONERY, PRINTING, BINDING, ENGRAVING,
STAMPING, LITHOGRAPHING.

FIRST FLOOR.—The effect produced by this room, taken as a whole, as the door is entered, is worthy of notice. The room is 35 feet wide by 170 long. Our eastern visitors pronounce it more elegant than anything of the kind elsewhere in the United States, and Bayard Taylor, whose extensive travels and literary attainments certainly render him a competent judge, says that it is unsurpassed in the world.

The right side is occupied by Miscellaneous Stationery, and the left by Books.

The *Balconies* enable us to make available the whole side walls for shelving.

On each side of the room in front are **upright show cases**, for Books in fine bindings. In the horizontal show case on the left, is a collection of *Books in "tree calf,"* London binding. In that on the right, opposite, are specimens of very fine English **stamping**; also, Wedding Invitations, Visiting Cards, etc. Work of the same kind we are now doing on the fifth floor.

The *first desk* as you go towards the rear, is that of the **Retail Department**. On the shelves, back of it, are works of Poetry and Fiction, and on the balcony above, History, Biography, Travels, Religion, Belles Lettres, Science, etc., etc.

At the next desk, right hand side, the **Law Department** is located, with the stock of Law Books placed on the shelves on the balcony above, and Law Blanks and Law Stationery near at hand. On the *counter* beyond, are samples of our own Pacific Coast Law Books, and of the latest eastern works.

On the opposite side, and farther along, is the desk of the **Wholesale Department**. The stock for this department is located over the most of the Building. The goods are packed in the basement.

At the same desk is situated the **Educational Department**, and just opposite is kept a retail stock of everything used by school children, and where several thousand of them have been fitted out with their "tools" to work with the present school term. The bulk of this stock is kept in the basement.

Opposite the School Books is the stock of *Medical Books*, which are in charge of the Retail Department. Immediately in front of the Medical Books are the stairs leading to the

BASEMENT, in which is located the *Boiler and Engine* which supplies power for the machinery on the third and fourth floors, and where the "sheet stock" is kept; also, the stock of School Books, Subscription Books, Letter and Seal Presses, Ink, Slates, etc., etc., and where the goods for the interior are packed for shipment. The steam elevator is not yet ready, so we are obliged to ask our visitors to retrace their steps and proceed to the

SECOND FLOOR.—At the head of the stairs are the offices of the Cashier, Book-Keepers, etc. Please turn to the right and pass towards the Market Street front. On this side is kept the stock of **Our Blank Books**. It is all manufactured on the fourth floor, and is inferior to none made in the Eastern States or Europe.

In the center of this floor is stacked up the stock of **Bancroft Paper** made expressly for us in New England.

At the front on this floor are rooms for the use of authors while examining their proofs, etc.; and, also, is located the **Subscription Department**, from which some hundreds of canvassers obtain their supplies of Books, Maps, Pictures, etc., which they sell by subscription to the people of the entire coast. Samples of the books only are kept here, the stock being in the basement. On the opposite side from the Blank Books is the stock of *Bancroft Envelopes*, and further along *Law and Mercantile Blanks* in boxes. On this side, near the Stevenson Street front, is the door to the stairs which lead to the

THIRD FLOOR, which is occupied by the **Printing and Lithographing Department**. The compositors occupy the rear, the Presses in the center and the Lithographing the front. Here the tickets for the great Gift Concert of the Mercantile Library, have just been finished. Passing through the door at the front, the hall is entered and the stairs ascended to the

FOURTH FLOOR, occupied by the **Blank Book Manufactory and Book Bindery**. The process of marbling the edges of the books and the ruling, paging and other machines, will probably interest most of our visitors. All kinds of Binding is done here from a single pamphlet or volume of music to large editions of massive "quartos."

THE FIFTH FLOOR, in front, is occupied by the **Engraving and Stamping Department**, where seals, initial letters, monograms, etc. are designed, engraved and stamped. Also wedding invitations, visiting cards, checks, bill heads, letter heading, etc., etc. are engraved on copper and printed.

Communication between the different floors is greatly facilitated by a system of speaking tubes.

To Our Friends.

Our business was established in 1856, with the view to supply the literary wants and to develop, to the extent of our ability, the literary tastes of a new and isolated community, by circulating among the people of this coast the productions of the press throughout the world. To keep pace and even to be in advance of the literary demands of our people has been our constant aim, whether it is still our purpose, our friends may judge by the establishment which we present to their inspection to-day. Comprehensiveness and systematic arrangement have been the chief characteristics of the business from the start. All branches of the trade have been united, each branch being, however, under the control of a responsible head, and new departments being added from time to time to meet the growing wants of the public. Thus beginning with the simple sale of imported books and stationery, the establishment of the various departments of manufacturing, publishing, sale of books by subscription, that the best books of the best authors might be carried to the very homes of the people; publication and sale of Law Books which has become a business of itself; specialty of Blank Books, School Books, Job Printing, Engraving, Stamping and Lithography, following each other in rapid succession have combined to form the *tout ensemble*, which we submit for your approbation.

The Pacific Slope has begun to take her proper position in the estimation of the civilized world. All unite in predicting a glorious future. That the literary progress of our State and Coast may be in no respect inferior to their commercial strides, will be our future aim.

We are now better situated than ever before to supply everything in our line that can be desired by an intelligent community. We understand the changes which close connection and competition with the East and Europe have effected and will surely effect in the business of California. Our prices will always be the lowest. We have fitted up our new building at great expense, and offer it to you as a general resort for lovers of books. Thanking you sincerely for your patronage in the past, and your visit to our establishment to-day, we venture to hope that the attractions will be found sufficient to cause a frequent repetition of your visits in the future.

A. L. BANCROFT & CO.

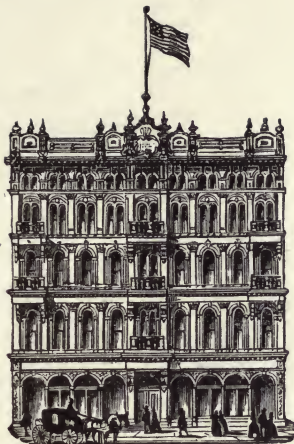


*You are respectfully invited to be present at the opening of
BANCROFTS' NEW BOOK AND STATIONERY, MERCANTILE
AND MANUFACTURING ESTABLISHMENT, No. 721 Market
Street, San Francisco, during the day and evening of Saturday, July
Thirtieth, 1870.*

H. H. BANCROFT.
A. L. BANCROFT.

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N. J. STONE, Manager of the Wholesale Department.

JAMES T. WHITE, Manager of the Retail Department.

FRED P. STONE, Manager of the Law Department.

T. C. SMITH, Manager of the Subscription Department.

F. H. SWETT, Manager of the Educational Department.

GEO. L. KENNY.

H. L. OAK.

Gen'l. J. C. SULLIVAN

WALTER TURNBULL, Manager of the Printing and Lithographing Department.

W. VALLANCE GRAY, Lithographic Artist.

WM. B. COOKE, Manager of the Bindery and Blank Book Manufactory.

A. W. STOTT, Steel and Copper Plate Engraver,

And the One Hundred and Six Employees, in the Mercantile and Manufacturing branches of the business.



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