

Real Estate Men Hail the City of Glorious Future

NEW PATHS OF PROGRESS ARE POINTED OUT

Mayor Rolph Sounds Battle Cry, "Boost for Manufactures in San Francisco"

Members of Exchange Pledge Enthusiastic Support to Development Plan

Under a full head of optimism, with every active member pushing, and nobody putting on the brakes, San Francisco started on her way to a greater destiny last evening at the annual banquet of the San Francisco real estate board, held in the Palace hotel.

This was no ordinary banquet, at which food constitutes the chief interest of the evening. When A. L. Harrigan, president of the organization, pointed out new paths of progress, when George D. Toy, the retiring president, sketched in driving sentences the work done and to do, when Charles C. Moore materialized the spirit of the Panama-Pacific international exposition, calling it into concrete form from the completed plans now in the exhibition drafting rooms, the 300 diners forgot to eat, so strong was the call to a greater city in every man.

BOOST MANUFACTURES
Mayor James Rolph, in what was pronounced the greatest address he ever has made, gathered inspiration from the enthusiasm about him and voiced a new and a telling battery for those whose duty and work is the building up of the city.
"Build a sure foundation," the mayor said, "in manufactures. Drop, for the time, your plans for residence lands. There are eastern men here every day looking for manufacturing sites. Show them what San Francisco has. Show the south of her. Boost—and you real estate men are the most wonderful and most successful boosters in the world—boost for San Francisco as a manufacturing place.

"We have the sites, we have the climate, we have all the conditions that make for profitable production. Boost San Francisco's manufacturing possibilities and you will kill two birds with one stone."

POLICY WAS ADOPTED
It was new, a telling note. Then and there, in a great burst of enthusiastic applause, in which every member rose and shouted, the suggestion was stamped into the proceedings of the board. Out of that address alone may grow a San Francisco of proportions and power and influence as yet unthought of.

But the evening was not all one of courses and discourses. It was like a vaudeville program that pleases by its various appeals—and every act was a hit. There were songs and recitations and foolish ones, enthusiasm that grew out of firm conviction and deep rooted purpose, and laughter that came from rib-ticking stories about Dan O'Brien, there were songs and recitations and just noise. The stage manager of last night's banquet was an artist.

PRESENT FOR TOY
First of all, George D. Toy, who retires from the office of president after serving two years, presented to the other presidents of whom we know, he courteously declined to accept a third term. President Harrigan gravely stated—was presented with a silver loving cup by the board members. It is a huge and handsome gift, worthy of the esteem that went with it.

And while Toy blushed becomingly at the unexpected gift, the assembly sang "It's always fair weather when good fellows get together."
There was a hint of the jollity to come when the guests entered the room, and found that the tables, 21 in all, were arranged in five rows. Each row was labeled with the name of a street, so that the dealers in realty might feel at home, and each table had a number on its "street." There was Market street, Montgomery, Kearny, Sutter and Mission.

ALL FEWS SAME TO HIM
Mayor Rolph was seated at No. 4 Rutter street, and a friend from the Mission whispered to him that he was "in the wrong pew."
"Not at all," said the mayor, "I feel just as much at home in Sutter as in Mission street."

Each "street" had a distinctive scheme of floral decoration, and red peonies, lilies, blossoms and flora of every description made the "room a bower."
In the way of light entertainment there were songs, sleight of hand and tricks of mystery and magic by Malini, the master musician, jokes, gibes, jests and impromptu dances by E. Rosenstirn, Charles F. Bolutti and Oscar Frank sang, Waldemar Young recited of a monologue.

A whole table was given over to talented members of the Family club, and they all performed to enthusiastic applause. It was what has been termed "some night."
POEM A GREAT HIT
One of the features of the evening was a poem, "Cheer Up," which was laid on each plate. It was written for the occasion and it scored a great hit. To the diners in general the poet in the case was unknown, but it leaked out among the elect that Samuel P. Johnston of the Johnston-Dienstag Advertising agency was the author.

The menu cards were unique. On the back the firm, "Skimim & Bestum" was pictured putting out its sign. Inside was shown the siderial system, with lots staked out on Venus and Mars, and every inch of land on old Mother Earth either sold, leased or rented.

As remarked by Toy in his address, the banquet, though simply the annual get acquainted affair, was yet in celebration of a new schedule of rates and charges for services adopted by the board members. The final result of the uniformity in the remuneration San Francisco's real estate operators will get for the service they render.

It means a square deal for them and therefore it is worthy of such a celebration as last night's affair. The public will benefit from the new order of things and there will be the "community benefit" results from all "pull-together" movements.

ROLPH SOUNDS A NEW BATTLECRY
Colonel J. R. Howell, who presided as toastmaster, said Mayor Rolph, his work, and his board of supervisors a high compliment in introducing the

The new president of the San Francisco Real Estate board, the retiring president, the toastmaster at last night's banquet and prominent citizens who addressed the assemblage.



J. R. HOWELL, GEORGE D. TOY, A. L. HARRIGAN, SAMUEL P. JOHNSTON, JAMES ROLPH JR., C. C. MOORE

CHEER UP!

By Samuel P. Johnston
CHEER UP! The country's had some rain and things are picking up again. 'Tain't like it was in days gone by—When crops went bad when it was dry—We've got wet and pumping plants For crops to fall there ain't a chance. 'Tain't like it was in days of old When all we knew was wheat and gold. Today we make our times to suit—By farming lands that yield in fruit And melons, grapes and beans and hops—Ehah! We've just got a lot of crops That bring in millions every year—We haven't got a thing to fear! Then sure we're all well and good—They're spoutin' out so fast that you Can't keep a track of all the wealth. Besides, you all have got your health! Bank clearin', too, have took a jump—They're makin' last year's record jump—And real estate sales sure were fine—'Tain't like it was in days of old—This city claims her own at last! Throughout the state the times are good And gettin' better, as they should With all the active work in sight. And more to come, we're sure in right! The big canal will bring the ships Direct from Europe full of goods. Of hardy Germans, Scots and Swedes And workers that our section needs. They'll all bring money to our aid And bring more millions by their aid. Will then the fair—entire land—Will gather 'round the Golden Gate? To bid a "welcome" with great glee To all who come by land and sea? And come they will—some to remain; But those who don't will come again. And bring their goods to our fair town. 'Bout our great land they MUST return! So let's perk up a bit and try To turn our optimistic eye. Up to the sun and to the stars—Of clouds that now begin to drift. Go after things that can be had—By efforts strong and harmony—"get together" best in the end. Good times are all about us, so We must get in and make them grow. Far better to get in and make them grow. To smile again, and say CHEER UP!

to be sure, but the reason we got the exposition was because of the support of the west. The event is a recognition in favor of the get together spirit, as being more desirable than the old fashioned method of each one for himself. It is not an investment, but an expression of American joy and patriotism over the completion of the canal.

"The construction of the canal makes San Francisco a way station between Europe and the orient. The shortest line from Panama to Yokohama passes just 110 miles outside the heads. Practically every steamer for the orient will have freight from San Francisco.

"We celebrate because the canal means so much for the future, and we with other Americans are souping our joy."
NEW PRESIDENT TELLS OF HOPES
President Harrigan's address was brief, but it went home to the inspiration of the evening, and found great response in the diners. Harrigan said:

"It was a privilege of our toastmaster to call upon me so early in the evening, as he no doubt wants me to enjoy the finest in the world, but what we want to talk about is our manufacturing possibilities and our manufacturing future. We want to build the city from the ground up, and now is the time to do it.

"Do you realize that every ship that comes through the Golden Gate is bound for San Francisco, and that, at least our share of the benefit? I have noted with the greatest pleasure the activities of our sister cities about the bay to secure better shipping facilities, better tools to work with, better means of taking care of commerce. As they progress, we progress.

GOOD FACTORY SITES
"But you, real estate men of San Francisco, should boost for our side of the bay, for all manufacturing and shipping sites. South of the city and down the peninsula there are manufacturing sites unexcelled in the world. Every advantage in San Francisco, and you real estate operators, the greatest boosters in the world, should boost that fact. China basin, Islais creek, all down the bay shore line is a wonderful manufacturing site.

"The people of the state voted \$1,000,000 a long time ago to acquire lands on Islais creek, and the quicker the work of condemnation is started there the faster San Francisco will forge ahead as a manufacturing city."
MANY LOOK FOR LOCATIONS
"Only last week I entertained in my office a steamship man who came here to find terminals for a line of steamers he is going to send through the canal. Heineze, the pickle man, is here for a site. Hundreds are coming, hundreds have come. We should be alert to point out the advantages of San Francisco as a manufacturing center.

"Divert your minds for the time from the sale of residence lands and concentrate all your splendid boosting abilities upon manufacturing lands. The administration of this city will aid you in every way it can.

"Let us all keep up the spirit of municipal unity, let us all build the exposition city that Charles C. Moore and the other stalwarts working with him can show the visitor from abroad that San Francisco is worthy of the confidence placed in her when the exposition was given to San Francisco for 1915."

MOORE DETAILS FAIR'S PROGRESS
President C. C. Moore of the Panama-Pacific Exposition company in his speech discussed architectural features of the exposition, and pointed out the effect of the opening of the canal and the fair in San Francisco. He said:
"An interesting event in the history of the exposition took place today when the board of directors finally approved the plans of the exposition. The process has been one of incubation for several months, and conscientious, painstaking effort has been put in the work. There is scarcely anything more difficult than to launch a \$50,000,000 project of this kind.

"In the preliminary stages more than 250 plans were laid before the architectural commission. The final result of the work is wonderful, and it gives me pleasure to make the first announcement of it at this banquet of the real estate board. The project will be publicly expounded at a mass meeting to be held in Dreamland rink. Its features are finer than those of any previous exposition."
MUCH IS EXPECTED
"There is no limit to the expectations of the people in the east and the whole world as well of what we are to produce. We can not surprise them, as

BOOSTERS TO WORK FOR MANUFACTURES

Spirit of Unity and Fellowship Marks Jolly Dinner of Realty Brokers

its unhonored and unwept way out of San Francisco. With just as much glee he welcomed the dawn of wiser and better ways.
Toy said:
"This banquet tonight is in celebration of the adoption of our schedule of charges and commissions. It has taken us many years to arrive at the point where a schedule of this kind could be put into operation. When the real estate board first was started the greatest objection to it was the fear of the adoption of a schedule of commissions that would bind every member. The San Francisco habit of each one for himself was then so strong that no one cared to be bound by any set rule or any fixed charges for services, so the real estate board naturally devoted itself to matters of public interest and to real estate and to subjects that would inure to the benefit of the real estate owner.

SENTIMENT CHANGES
"During the last few years a change of sentiment has gradually come over the minds of the people in San Francisco in favor of the get together spirit, as being more desirable than the old fashioned method of each one for himself. It is not an investment, but an expression of American joy and patriotism over the completion of the canal.

"The result thus far has been satisfactory to every one concerned. The real estate agent is now able to make some profit on his work and is able to give his client better service than before. It is a mutual benefit to both agent and owner.

"Your board of directors naturally feels pleased at being able to put this schedule into operation and has appointed a schedule committee composed of five members, who are ready to hear any complaints made by members where a seeming disregard of the schedule in public matters, has produced a confidence in the community that fills the citizens with hope for the future.

"This, coupled with the starting of the work of our Panama-Pacific exposition, has already brought real estate investments into favor, and from this time on we may expect a growing market based upon the increased population that will naturally follow the work of the exposition and the greater business that will be done in San Francisco as a result of it.

Among those present were:
Samuel G. Buckbee, E. A. de St. Germain, J. N. Miller, E. O. Pringle, James Rolph Jr., A. J. Berra, C. W. Moore, A. J. Rich, Mackenzie Jordan, P. Rothemann, Frank Moroney, Alexander Mackie, Waldemar Young, A. M. Rosenstrin, C. W. Horvack, S. Fred Hogue, L. C. Loupe, R. G. Coulter, Francis A. Corbuser, A. Y. Wood, Julian Thorne, David H. Walker, Vincent F. Finegan, William Jacobs, C. F. Bolutti, George D. Toy, Samuel P. Johnston, Joseph H. Gray, C. E. Gates, C. T. Spader, C. P. Gooding, Oscar Frank, R. H. Bassett, Mr. Maurier, Oscar M. Abrahamson, H. B. Allen, John H. Spack, N. C. Babia, E. D. Lederman, H. Martinez, Dan O'Callaghan, H. Baldwin, W. Sandercock, J. R. Howell, O. C. Stine, F. M. Pickering, Robert Law, R. E. Faskerker, Guy T. Cialler, Charles A. King, Philip F. Paschel, William H. Treat, E. M. Greenway, Robert Bellows, F. W. Lucas, W. E. Boody, George D. Toy, A. E. Ludwig, Samuel Center, C. T. Spader, C. G. Kortick, D. J. Alberga, J. S. Reardon, Lewis W. Sullivan, Dewey Coffin, Thomas J. Fahay, Wilson Lyford, Samuel M. Bloomer, Mark McCann, Louis Depoail, L. Perrellos, William M. de Wolf, William Basil White, E. H. Gosselin, A. L. Harrigan, L. A. Waldenmuller, S. Waterman, H. B. Schroeder, Harry P. Hall, Rudolph Harold Jr., John C. Lynch, Alvin Heyman, James H. O'Brien, Leonard L. Greenwell, A. McBoyle, J. A. Weston, Guy T. Vayman, H. C. Jenkins, Henry Treves, Earl Cummings, Fred H. Hollman, Adolph Wolf, William Orin Jr., George A. McBoyle

TOY MAKES PLEA FOR CO-OPERATION
George D. Toy, retiring president of the board, dwelt upon the spirit of unity in San Francisco, particularly as manifested in a concrete way among the real estate men. With considerable glee Toy sped the "old fashioned method of each one for himself" on

COMMUNITY SILVER
To Guarantee Platedware is not uncommon among dealers nowadays, but it is only very seldom that you receive a guarantee of service

For 50 Years
Community Silver, however, is guaranteed to wear for that length of time; this is its highest recommendation.

Community Silver is not higher priced than ordinary wares. For example, on the left is shown the Louis XVI Pattern and on the right the Sheraton. Both are distinctive, original and attractive designs. Price of Teaspoons, either pattern, \$2 for 6.

We are the selling agents in San Francisco for Community Silver

Nathan Dohmann & Co.
Geary and Stockton Sts., Union Square, San Francisco

HOW TO SUCCEED

During the last few years conditions in all lines of business, even professional life, have changed so completely that every man is waking up to the fact that in order to win success he must specialize and learn to do some one thing and do it well.
So it is with any article that is sold to the people. It must have genuine merit or no amount of advertising will maintain the demand for the article.

For many years we have watched with much interest the remarkable record maintained by Dr. Kilmer's Swamp-Root, the great Kidney, Liver and Bladder Remedy. From the very beginning the proprietors had so much confidence in it that they invited every one to test it, free of cost, before purchasing. It is a physician's prescription.

They have on file thousands of letters received from former sufferers who are now enjoying good health as a result of its use.
However, if you wish first to try a sample bottle, address Dr. Kilmer & Co., Binghamton, N. Y., and mention this paper. They will gladly forward you a sample bottle with mail, absolutely free.

Regular sizes for sale at all druggists—fifty cents and one dollar.

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The dining car service is superior
Discriminating travelers tell us it is California's finest train

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Lv. San Francisco 4:00 p. m.
Lv. Oakland 4:00 p. m.
Ar. Los Angeles 8:45 a. m.
Ar. San Diego 1:10 p. m.

The Angel takes you through the Orange groves just at breakfast time
Jas. B. Duffy, Gen. Agt., 673 Market St., San Francisco. Phone: Kearny 313-3371.
J. J. Warner, Gen. Agt., 1218 Broadway, Oakland. Phone: Oakland 425-4425.