

NEW MARSHALL STEEL CLEANING PLANT OPENS

Quarter Million Dollar Plant and Modern Equipment Indicate Business Faith in East Bay Increased Service Responsible

Representing an investment of an amount in excess of \$250,000 and equipped in such manner as to offer East Bay residents the finest and highest quality in cleaning, dyeing and laundry work, the new plant of the Marshall Steel Company, located at 5427 Telegraph Avenue, Oakland, now is in operation.

Patrons and others interested are extended a cordial invitation to visit and inspect the new plant, which is one of the most modern in the entire country.

For more than a score of years the name Marshall Steel has been synonymous with quality in the cleaning and dyeing industry and now, with the opening of the new plant, the same high quality service is being offered in laundry work.

Housed in four large brick buildings, extending from Telegraph Avenue through nearly to Shattuck Avenue, the new plant is most modern in design and offers a large and attractive addition to the business district in the vicinity of Telegraph Avenue and Fifty-fourth Street. Units of the new plant are housed separately, the 27 years of experience of the Marshall Steel Company influencing the design and arrangement to the end that both laundry and cleaning work may be handled most efficiently and economically.

Fronting on Telegraph Avenue is the largest building of the group. This main building houses the finishing departments of both the laundry and dry cleaning business. In addition, it contains offices for the various officials, marking rooms, alteration and repair department, and a large recreation room for the employees. In the portion of the building fronting on Telegraph Avenue is located the business office of the company, a retail store which occupies a portion of the lobby, and fitting room for the convenience of the patrons.

The offices and exterior of the building are finished in modernistic style, doors, light fixtures and other equipment being of chromium designed to harmonize with other interior decorations. Just back of the main building is the dry cleaning building of special fireproof construction, while adjacent to this are the boiler plant and rug cleaning department, and the large garage building.

Equipment of each unit is complete with the most modern apparatus obtainable. Every piece of equipment in the establishment is the newest, cost of equipping this up-to-date plant being considered secondary to the prime factor of securing the best apparatus possible to maintain the high standards of quality work of the Marshall Steel Company, and if possible, to give even better service to its patrons.

In the dry cleaning department is located one of the largest cleaning machines of its kind on the Pacific Coast. This machine is used in dry cleaning the largest of Oriental and Chinese rugs, whose colors or texture might be sensitive to "wet cleaning." In this machine the rugs are cleaned in the same manner as your silk dresses, coats and finest garments, with no possibility of damage to color or fabric.

One of the features of the dry cleaning department is that a steady flow of fresh, clear cleaning solvent passes through the machines at all times at the rate of 5000 gallons per hour. This assures that rugs, garments or whatever is being cleaned will be really cleaner, and not merely rinsed with sediment filled cleaning fluid.

From the cleaning rooms, garments and other articles pass through the drying rooms into the finishing departments where they first must pass inspection of a corps of textile chemists. These chemists examine each garment or article closely, and remove any spots which may have survived the regular cleaning process. Next they pass to the pressing departments. Articles of certain kinds are then routed to large batteries of automatic pressing machines of the largest type, while the finer work, particularly all ladies' garments, go to the hand finishing department where the work is completed by expert hand pressers.

Garments are then passed to the finishing department where minor repairs are made, missing buttons replaced and the article otherwise made ready for return to the owner in the finest possible condition. Next it must pass the watchful eyes of inspectors, upon whose shoulders rests the reputation of the Marshall Steel Company for turning out the highest possible quality of work.

NEW SERVICE IS ADDED BY OAKLAND FIRM

Laundry Department Opened By Establishment Known As Cleaners for Years

By W. SALVARAZA
With the opening of its new plant at Telegraph Avenue and Fifty-fourth Street in Oakland, the Marshall Steel Company added a new service—a laundry department.

Adding to the convenience of the company's patrons, the new department is operated on the same high plane as that which, over a period of 27 years, has made the name Marshall Steel synonymous with quality in the cleaning and dyeing industry.

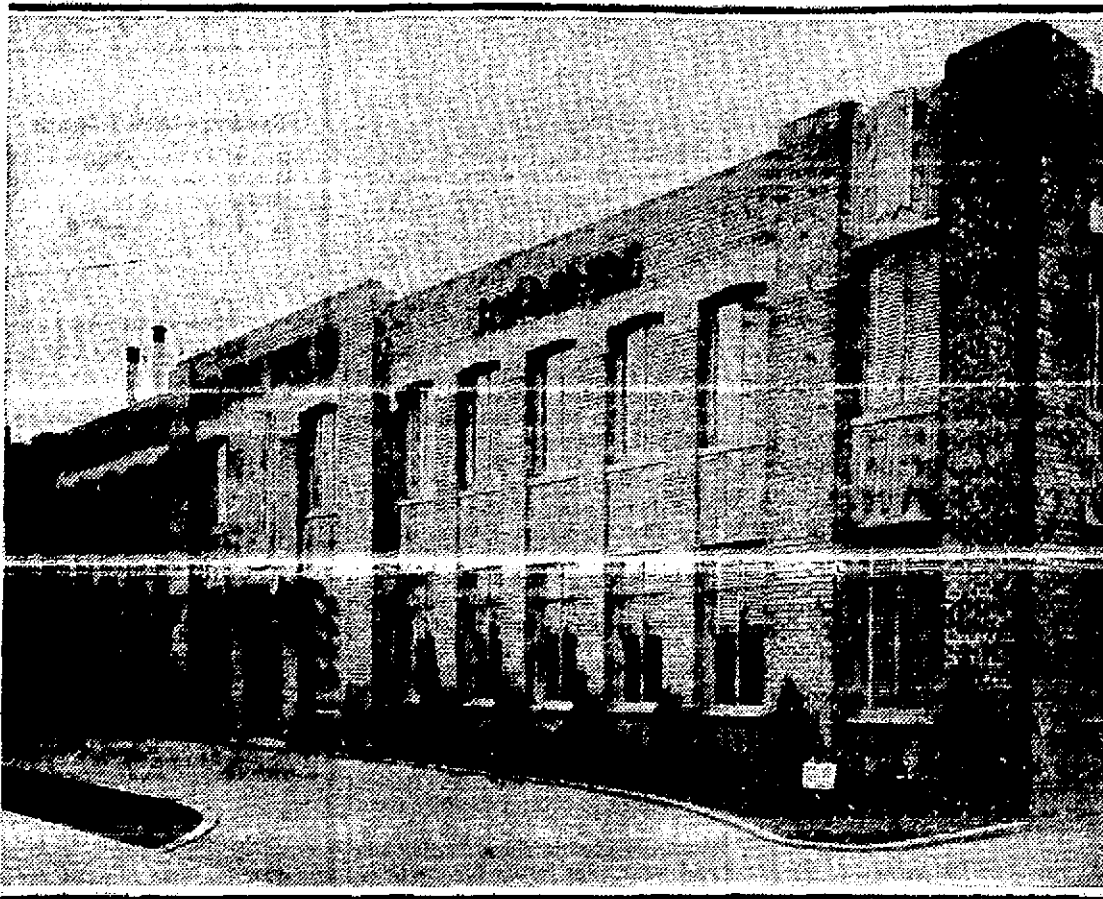
Equipped with the most modern machinery—apparatus designed to perform the work efficiently and with the greatest care—the laundry offers the widest service to its patrons. Quality is stressed above price, but the prices are reasonable—the Marshall Steel Company being a member of the NRA and maintaining the same fair schedule of charges as other Eastbay firms.

Apparatus in the laundry department is of the latest type, being selected from the most modern equipment obtainable and carefully chosen to best handle the work with maximum efficiency and the greatest care. A specially made of high quality work on men's shirts, fine linen tablecloths and fancy work of the finest materials.

Regardless of the type of service selected by the customer—wet wash, thrifty service, rough dry, family pound finish or de luxe finish—the same fine care is given to all finish work. This assures the customer that any article to be finished will receive the same careful attention and workmanship from the most inexpensive to the de luxe type of service.

The laundry department is housed in the front portion of the huge main building of the new Marshall Steel plant—an airy, well lighted location which makes for the comfort of employees as well as for the most efficient service to patrons. Ample space is provided for future expansion without overcrowding.

NEW CLEANING PLANT OPENS



This new \$200,000 structure at 5427 Telegraph Avenue, occupied by the Marshall Steel Company, is equipped with the most modern machinery for cleaning, dyeing and laundry work. One of the outstanding sections of the establishment

is that devoted to the repair and dyeing of rugs, from the most costly Orientals to other less expensive types. The rug department has the largest dye vat on the Pacific Coast.

New Laundry Head Man of Experience

Directing the laundry department of the new Marshall Steel plant at 5427 Telegraph Avenue, Oakland, is one of the best known laundry men on the Pacific Coast—Gordon A. MacAuley, University of Washington graduate and an executive who "grew up" in the laundry business.

Mr. MacAuley, though still a young man, has had wide experience in the conduct of laundries. His father has been associated directly in the laundry industry in the Pacific Northwest for many years, and throughout the early part of his life, prior to entering into business for himself, MacAuley was associated with his father, learning the business "from the ground up."

"Mr. Steel," said MacAuley, in telling of the new plant, "had but one object in mind in installing a laundry department. That was to provide his thousands of satisfied customers with the same high standard of laundry service that has characterized his cleaning and dyeing business for so many years.

Technical Expert Directs Cleaning

By J. ULRICH
One of the foremost technical engineers in the dry cleaning industry—W. C. Farley—directs activities in this division of the new \$250,000 Marshall Steel plant at Fifty-fourth and Telegraph Avenue, Oakland.

Though his experience has been nationwide, Farley is particularly acquainted with the Pacific Coast. He first entered the cleaning and dyeing business through the purchase of a plant at Paso Robles. Later, he built and managed, successfully, his own plant in Northern California.

During his several years in business, Farley built up a wide acquaintance through the high standards of his work. That this quality work was recognized far beyond the immediate territory which his plant ordinarily served is evidenced by the fact that Farley was called to Washington, D. C. by the National Institution of Cleaners and Dyers, where he served as technical field engineer for several years before coming to the Marshall Steel Company.

Rug Cleaning Done By Expert Workmen

By J. S. OUTHIER
A special department operated by specialists.

This, in brief, summarizes the work of the rug department of the new Marshall Steel plant at 5427 Telegraph Avenue, Oakland.

While modern times demand specialization in almost any line, perhaps in no work is this more necessary than in the handling of rugs, particularly the high priced, beautiful creations imported from Oriental countries to grace America's finest homes. Hence, at the Marshall Steel Company a special department operated by specialists.

Men with long experience guide and guard the cleaning operations necessary to restore finely made rugs to their original color and luster. Only the finest of imported soaps and dyes are used.

Workers native to the countries producing the costly Orientals are employed in the rug repair department. These workmen are capable of weaving the original design into a damaged rug, and for this purpose the finest native yarns are imported.

Latest Addition to Business and Industrial Activity Shows Remarkable Growth Each Year Keeps Step With Progress

With the opening of the new plant at Telegraph Avenue and Fifty-fourth Street, Oakland, the Marshall Steel Company celebrates the completion of 27 years of unsurpassed cleaning and dyeing service to residents of the East Bay and adjacent cities.

It was in 1907 that Marshall Steel, proprietor of the huge new laundry and dry cleaning plant, purchased the tailoring business of Mikkelsen & Berry, an old established firm at 2124 Center Street, Berkeley.

At that time the firm was rendering a "valet pressing service for men's clothes." Mr. Steel realized the opportunity in the dry cleaning field, and soon began pioneering in this industry. Though equipment of the then small plant was of the most primitive type, it was there that the "trademark of quality" later to become synonymous with the name of Marshall Steel, had its inception.

From that small and modest beginning, progress of the firm has been steady and consistent until now it occupies one of the most modern plants in the entire country, and one of the largest on the Pacific Coast.

There was but one dry cleaning salesman when the company first started operations, and equipment, while the best available at that time, was far removed from the modern apparatus which now turns out work speedily and more efficiently than could even be visualized nearly three decades ago.

Now the firm boasts nearly a score of driver-salesmen, and the most up-to-date machinery available.

At the start there were but two employees with the organization. One of the original employees is still in the service of the company, and the remainder, totaling 80, average nine years each in the employ of the firm.

Expansion of the firm progressed until it occupied several buildings, extending through the block from Center Street to Allston Way. Equipment also was added constantly, new apparatus being secured as soon as it was developed to enable the firm to keep abreast of the times in serving its steadily increasing number of patrons.

In 1921 the rug cleaning department was added, a separate plant at Dwight Way and Grove Street being purchased for this

purpose. Activities at the rug plant gradually were expanded to include the cleaning of upholstered furniture, automobile upholstery, demotoring, moth proofing and moth proof storage. The same speedy and efficient service is offered Berkeley patrons, by the daily collection and delivery of articles by the regular driver-salesmen and the maintenance of a retail store at the former location, 2124 Center Street.

In designing his new plant, Mr. Steel made every effort to afford the utmost accommodation for his patrons and, at the Telegraph Avenue establishment, customers will find a feature of great convenience—a special driveway where they may drive in to leave or obtain articles without the ordinary difficulty of finding parking space.

The parking area in front of the new plant also has been attractively landscaped and patrons and other visitors will find a visit to this modern establishment most interesting.

A new and novel sign decorates the front of the Marshall Steel plant. This sign is of block chromium letters, outlined with Neon lighting, and which shows different colors from each of the two sides. The tubing and lettering is fastened through the brick facing of the building, and eliminates the necessity of the usual background and scaffolding.

Within the main building is located the finishing departments of the plant, including the well-known curtain and drapery department. Perhaps there is no work within the Dry Cleaning plant that requires more careful workmanship. While many curtains are dry cleaned, there are a great number that require the wet cleaning method. All curtains of this kind are washed by hand, with the finest grade of pure Castile soap obtainable, and are dipped to the desired color.

New types of stretchers and dryers are used in the curtain department, and curtains once measured and stretched to the proper size are then dried to these measurements. The dyeing of draperies and other materials is handled in the large dye room, where dye vats are capable of handling any size or number of draperies. In this department, only the finest of sunfast dyes is used, and the dye once made up is never saved for other dye jobs.

Marshall Steel Co.

5427 Telegraph Ave.

New \$200,000 Dry Cleaning & Laundry Plant

Now featuring complete Dry Cleaning and finer laundry Service

QUALITY IS THE FOUNDATION OF VALUE!

Thirty years of exceptional craftsmanship and dependable service has made the MARSHALL STEEL COMPANY the outstanding dry cleaning establishment of the East Bay.

A NEW LAUNDRY SERVICE, as well as a more efficient and better dry cleaning service is now offered by our new plant with its modern equipment

Dry Cleaning

Finer dry cleaning and hand workmanship assures you of greater economy in quality dry cleaning.

Laundry

We now offer an exceptional laundry service, from De Luxe finish to damp wash at standard laundry prices. Shirt work a specialty.

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Marshall Steel Company

YOUR INSPECTION INVITED

The best costs you no more at Marshall Steel Company