



One of the great motor trucks of Brogden & Gray in front of their new headquarters

glassware broken, places taken out of expensive furniture, holes gouged in expensive paintings, fine picture frames ruined, and many other damages inflicted on our Ladies and Gentlemen by careless handling. Some of the losses and injuries would not be discovered for months afterward, when it would be too late to get any redress.

Oftentimes even if the movers were responsible they could not replace the precious articles mutilated or destroyed. Who could ever bring back a hand-painted Haviland dish or vase given as a present by dear friends, or restore to its former condition a ruthlessly scratched walnut bedstead or chiffonier?

Was it any wonder that the wife got angry to see her precious things so handled, that the husband boiled with rage? Was it any wonder that mother hated this day above all others, that sister cried over its advent, and that brother grabbed his hat and slipped away to more congenial climes?

MODERN MOVING ABSOLUTELY SAFE

Today all these old-time evils are done away with, and the householder can have his effects moved with absolute safety and security. He need not worry about their being damaged or roughly handled, or placed in the new residence in a disorderly manner.

In such a firm, for instance, as Brogden & Gray, 1467 Broadway, incorporated for the storing, moving, packing and shipping of household furniture we have the most up-to-date establishment of this kind, where the householder can feel absolutely sure that his or her property is going to be cared for as if it were their own. Brogden & Gray will even set up the furniture in the new residence as carefully, as undamaged, as orderly and as cleanly as the most fastidious owners would themselves.

MOTOR TRUCKS HANDLE PROBLEM

This is why the firm of Brogden & Gray is filling a long-felt necessity in San Francisco. It was in July, 1913, that Brogden & Gray purchased a lease for a long term of years on the large Liebes building on Broadway, near Polk street. This building has four stories and a floor capacity of 40,000 square feet.

The next move of the company was the purchase of Mack trucks,

and vice-president of the Pacific Coast Seeded Raisin Company.

One of the features on which Brogden & Gray specialize is long-distance hauling of household goods, eliminating the necessity of crating. When shipped by freight household goods must be crated, and this constitutes a large item of cost.

LONG-DISTANCE RECORDS SET

During the last sixty days the Brogden & Gray motor trucks have made no less than nine round trips to Los Angeles and return, a distance of over one thousand miles, with full loads of household effects both ways, which consisted of furniture from the best appointed homes. Since September, 1913, to date the firm has handled and moved over \$500,000 worth of the finest furniture to all parts of the State absolutely without injury or damage of any kind. On all these trips the goods arrived in perfect condition, giving the complete satisfaction. Incredible as it may seem, these long trips were made in the short space of three days each, regardless of weather conditions.

Brogden & Gray are also fully prepared and equipped to handle shipments of household effects to all Eastern points by freight, taking full charge and responsibility for packing, crating and shipping, as well as concentrating carloads at reduced rates. By placing two or three shipments in a single car carload rates can be obtained for single shipments.

The firm has correspondents and storage affiliations with all the leading warehouses in all the principal cities of the United States, which enables them to care for property moved from San Francisco to all Eastern points with full security to their clients.

One of the noted advantages of storing at the commodious and clean new warehouse of Brogden & Gray is the fact that it has one of the lowest insurance rates in the city, for the reason that it is in a very favorable district with a minimum hazard risk.

Brogden & Gray guarantee their work in every respect, and for the reasons stated here are able to give the most perfect satisfaction to the most exacting customers. They invite a rigid inspection of their warehouse, their methods, their equipment and their highly organized staff of expert employees. Any patron calling at the warehouse or phoning Franklin 203, will meet with prompt attention and efficient service.

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THIS PAGE

WILL APPEAR EACH
THURSDAY. IT CARRIES
THE ANNOUNCEMENTS OF
PROGRESSIVE BUSINESS
HOUSES OF SAN FRAN-
CISCO, AND ONE BY ONE
THE STORY OF THE suc-
CESS OF EACH WILL BE
TOLD.