

Lundstrom's
ESTABLISHED 1884

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One of the Lundstrom hat displays, showing the latest in the headwear. The Lundstrom displays echo the word in the current modes.

character much more than do those of women.

It seems that after wearing a hat for a few months it takes on the peculiarities of the owner. By means of its shape, size, condition, spots, creases, curves, the whole personality of the wearer can be reconstructed in imagination. Just as the scientists from a single bone will rebuild the extinct animals of a bygone geological age.

If one takes a historical glance at men's hats by visiting a museum or a picture gallery, where the old masters can be seen, or reads up on the biographies of great men, one will be surprised how the headgear worn in different ages seems to personify the characteristics of the times in which it was worn. Almost every epoch has some distinct type of hat that seems to express its very soul. The helmet, does it not disclose the medieval era with its waving plumes, its chivalry, its mysticism and mysticism, its faith and enthusiasm, its blood and iron? Does not the Elizabethan felt hat, with its wide turned-up side and flowing ribbon, stand for the imposing imperialism of that century, with its noble generosity, its wide sweeping horizon, its glorious adventures?

Take the peaked Cromwellian headgear, symbol of narrowness, how well does it not illustrate the circumscribed puritanism of the Commonwealth? And the awningshielder of piratical fame, the Morgan of the seas, what would they be without that big sombrero, ferociously curved, telling of the fight without quarter, and walking the plank and the rockers, does it not recall the Revolutionary Pass on to the Victorian era, the top hat of Tennyson and Prince Albert, and the stovepipe of Henry Clay and Lincoln, do we not see here the seriousness and dignity of this epoch?

MODERN HAT WORK VARIED IN TYPE
In our own generation, it is commonly believed that there is a sameness among hats, owing to standardization in manufacture, and that our general style usually rules for all men alike.

Nothing could be further from the truth. The fact is that more than ever before there is a wide variety of choice today, not only in the styles, models, each one of which will give the wearer a different appearance, but there is also a greater difference in distinctive kinds of headgear.

A visit to any one of our up-to-date hat stores, like that of the celebrated Lundstrom's store at 1126 Market street, will reveal an astonishing number of totally different kinds of hats. In certain lines the models may be numbered by the hundred. From the list of Lundstrom types one, if so inclined, could wear a different shaped hat almost every day in the year.

MODERN HAT MATERIAL IS RABBIT'S FUR

The principal material of which the best grades of men's hats are made is rabbit's fur. Previous to the war rabbit's fur sold for \$5 cents a pound. It is now selling for \$1.40 a pound, an advance of 400 per cent. Besides being more highly paid, in some cases by more than 200 per cent, the workers have shorter hours. Again, satisfactory materials, like dyed and ribbons, have gone shooting skyward.

Two leading questions may be asked in view of the extraordinary cost of rabbit's fur. How was this possible with so many thousands of rabbits in the world, and why did the war cause a scarcity of rabbit's fur?

The first part of this question may be answered by stating that the kind of rabbit's fur that can be used in the manufacture of hats

Lundstrom chain of hat stores, came to San Francisco in 1881, securing employment with Meuserdorfer & Co., in the old Russ House, one of the landmarks of pioneer days. Being a hat maker, as well as a dealer, Lundstrom soon went into business for himself, opening a small store in the basement at 314 Sutter street.

After a few years in this location, Lundstrom moved his place of business to 144 Geary street, opposite the Thomas Starr King Church, situated at the site of the Wigwam, and now the City of Paris. Subsequently, he purchased as an investment the building on the corner of Sacramento and Kearny streets, and moved his hat store there, while he rented the floors above to prominent lawyers, like old Judge Landerback and Fisher Ames, who were his tenants for years.

With the great fire took place, Lundstrom was completely wiped out, but being the owner of his own store building, he obtained 50 per cent insurance and was enabled to resume business almost immediately. As the fire had destroyed almost all the hats in San Francisco, there was an immediate high demand for headgear. A few days after the disaster Lundstrom, doing his rushing business in a little shop he opened in Oakland, having secured a new stock and with ample credit, he next opened a place in King Solomon's Hill on Fillmore street, near Hutter, and a second store on Haight street, near Fillmore.

FACTORY MODERN IN ALL DETAILS

These two places were great successes from the start. When the downtown movement began, Lundstrom went with the other merchants in the old business area. He reopened his old store at Sacramento and Kearny and established a new store at 1126 and then at 1126 Market street, all of which places are still open. Subsequently he opened a third store on Third street, and a little later a fourth hat store in the Mission district, his string of stores covering practically the entire city.

Lundstrom was enabled to maintain all these establishments, because in connection with his factories he has always run a factory for the making of hats of all grades. His present manufacturing plant, located at 1114 Mission street, known as the Western Hat Company, and managed by his son-in-law, Ed. Norman, is one of the largest on the Pacific Coast. In this factory is an experienced staff of expert hat makers and the most up-to-date mechanical equipment, which enables Lundstrom to supply a large trade that takes in the entire Pacific Coast. The capacity of this factory is 250 dozen hats a week, and dealers from all parts of the West send orders to the Western Hat Company for standard Lundstrom models.

In his Market street establishment Lundstrom has the largest retail hat store this side of Chicago, and no place of its kind on the Pacific Coast can boast of a greater variety of a higher grade of goods. Here the customer may purchase the most exquisitely woven Panama, the most elaborate Beaver opera hat, or the finest stovepipe, just as well as he could in London, Paris or New York, while at the same time he can get complete satisfaction in the ordinary lines of hats at prices that are moderate and reasonable.

In his Market street store Lundstrom maintains one of the finest window displays in town, and it is always a pleasure to inspect his high-grade stock, made of the best materials, in his own factory, showing the most modern styles and up-to-date models, so that the purchaser can feel assured that goods bought here are of the latest fashion.

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