

Construction Begun for New Spreckels-Russell Plant

Construction was started recently on Spreckels-Russell Dairy Company's new steel and concrete plant at Eighth and Bryant streets, San Francisco, in colorful ceremonies, attended by many city and state notables, with Mayor Rossi of San Francisco pouring the first load of concrete.

Covering the entire corner at Eighth and Bryant

best that money can buy, will be sold through independent grocers exclusively, and will help and protect you 100% at all times in every way."

Picture of last week's concrete pouring ceremonies, reproduced above, shows, left to right: (at extreme top) Wm. H. Crowell, Secy., Buckbee Thorne Real Estate Co.; Geo. A. Brown, Buckbee



Dignitaries photographed at Concrete-Pouring Ceremonies

streets, the new plant is said to be two and one half times larger than the company's old one, and, according to C. H. Mockbee, president, will be completely refurnished with all new equipment of the very latest type throughout. It is expected that the new plant will be ready for operation and the moving completed by February 1st, 1940.

Said Mr. Mockbee, "We are truly grateful to the great host of independent San Francisco grocers whose consistent loyalty and inspiring confidence have made this expansion necessary and possible. You independent grocers can and should be as proud of this new plant as we are. Because it is your achievement even more than ours, and its greater modern facilities and advantages are yours to use in getting the bigger share of milk and cream business they entitle you to.

"In the future as during the past twenty-five years, Spreckels-Russell milk and cream will be the

Thorne & Co.; (at extreme left) Vincent F. Finigan, Vice Pres., Buckbee Thorne & Co.; E. W. Mogensen, director Spreckels-Russell Dairy Co.; Frank Tissier, Secy., S. F. Retail Grocers Association; C. H. Mockbee, president, Spreckels-Russell; Victor Traverso, Rainbow Stores; Robert Katon, Spreckels-Russell; Jack Traverso, Rainbow Stores; Mayor Angelo J. Rossi; Wm. D. Hadeler, Secy., Cal. Retail Grocers Association; Andrew Nelson, director, Spreckels-Russell; Bert Vizien, Spreckels-Russell; Julius Harband, capitalist; Col. Bill Davidson, KFRC radio star; John C. Sweeney, Buckbee Thorne & Co.; Ira Allen, Spreckels-Russell; A. Papulias, publisher, Pacific Coast Review; Gary Kriedt, promotion mgr., KFRC; John Marshall, Secy., S. F. Milk Dealers Assoc.; Chris Katon, director and sales manager, Spreckels-Russell.