

## The 100%er

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### OUR SLOGAN

Cooperative expansion of Domestic and  
Foreign Trade.

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### THE 100%ER

This is the second issue of our Club organ, the first one meeting with so much approval that it has given us courage to try again, and it will be published monthly hereafter. We wish to make this little publication a family affair; if you have any suggestion to offer, SHOOT IT IN.

### THE BUYING CENTER PLAN

Almost from the inception of this Club an important feature of the 100% idea and plan for developing the business of its members has been the creation of a Buying Center.

As an initial step in this direction, a small Display Room was established in the headquarters and the success which has attended this first effort at selling goods through the medium of such displays clearly demonstrates what can be accomplished when the plan is in effect on a larger scale. Out-of-town and foreign buyers like the plan and are very glad to do business with our members.

Very many of the large Eastern cities have large display rooms, either connected with their Chamber of Commerce, run by such an organization as our own or else promoted by private enterprise, and the Eastern merchant has long realized the value of selling goods through the medium of a display of his goods in a place to which the buyers are brought.

In San Francisco we have no such display rooms or buying center and therein lies the great opportunity for our development along these lines. All that is required is the co-operation and support of the members.

In order to give full service to out-of-town buyers, the Directors desire to see some forty or fifty lines of membership still open, closed by the admission of high class firms in those lines, before launching the Club into headquarters with adequate display space. During the last month fourteen firms have been admitted and a number are seeking admission at this time. Members are invited to assist in closing the lines still open.

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### DON'T BE A LOAFER

Conducting a business is like rolling a huge stone up a hill—the moment you cease to push it, the moment you take your shoulder from it and think you will rest and take it easy, the boulder begins to crowd back upon you, and if you are not careful it will either run over you or crush you or get away from you altogether and go to the bottom with a crash. It is necessary to be everlastingly pushing, following up the boulder and keeping it going, in order to get to the top of the hill. Mr. 100%er, let us roll the boulder over the hill by SHOOTING IN YOUR LEADS.

# The 100%er

A CHRONICLE OF EVENTS PERTAINING TO THE 100% CLUB OF SAN FRANCISCO

Volume I.

San Francisco, Cal., August 1917.

Number 2



CHARLES HOLLOWAY, JR.  
President  
The 100% Club of San Francisco

In Charles Holloway, Jr. the Club, since its inception, has had a live, energetic President. He is President and General Manager of the Holloway Expanded Metal Co., dealers in Wire Lath, Reinforcing Steel and Tile.

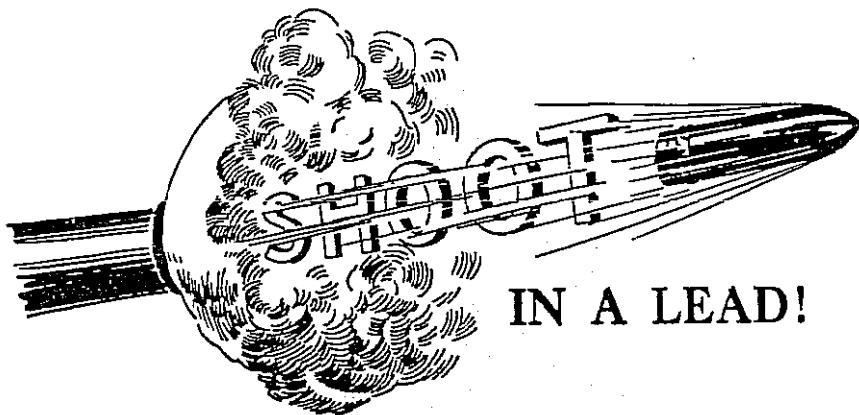
During the last month President Holloway has personally secured six new firms for membership in the Club and he has been a tireless worker in its interests.

## TO BE SUCCESSFUL, BE PROGRESSIVE, BE LOYAL.

There is nothing more certain than that the 100%er who keeps abreast of the present-day methods in business; who associates and co-operates with his fellow members on the broad base of business friendship; who turns in his leads and sticks to the sound principles of frank and honest dealing with all factors, will find much easier sailing on the great commercial sea—he will have the business support and friendship of every hundred per center.

Let us act reasonable and pull together on your business problems; our method is SOUND. This is recognized by many of our members who are getting excellent value from the organization.

THE GOOD INTENT WHICH WAS THE FOUNDATION OF OUR POLICY WILL CONTINUE TO BE OUR GUIDING PRINCIPLE.



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### SAN FRANCISCO TO BE THE WORLD'S DISTRIBUTING PORT

Activities of German submarines in the waters surrounding Europe has practically closed the main trade routes of the world—especially that through the Suez Canal. This has created and made of first importance the alternative trade route from the Orient and East Indies to the United States—the route that leads through San Francisco.

Trade once started to flow in any given direction is difficult to divert into neglected channels; therefore if we take advantage of the present-day situation, San Francisco will become the dominant port on the West Coast of America, which shall exercise for the Pacific commerce of the nation the same functions that are now performed by Hongkong and Singapore for the British trade of the Orient.

Mr. 100%er, are you taking advantage of the present situation to participate in the great trade that must come to this port?

### SUGGESTIONS FROM HUNDRED PERCENTERS

Mr. Steinman of Selectasine System suggests that once a month at our luncheons, each member who cares to, bring a sample of their manufactured article, and explain to the members while at lunch the merits of his special article, and, if time will permit, more than one member can explain his business.

Vice-President Steve Hopkins suggests the calling of members every day or so, reminding them of the lead possibilities of The 100% Club, and procuring from them any live lead which will interest others.

100% Perkins suggests that we communicate with every Purchasing Agent in the State, explaining our BUYING center, and its advantages to them, and when in the market for any commodity to notify The 100% Club; it will assist them in locating just what they want.

### WAR A BUSINESS STIMULANT

Our entering into the World Conflict will bring to us the greatest era of prosperity ever known. There is no occasion to fear that business will suffer as a consequence of our entering the war.

Quite the opposite is true. Business is merely the exchange of commodities—the exchange of one man's product for the products of another, with money as the medium of exchange.

The mistaken idea that because the Nation is at war people should therefore skimp and economize and deny themselves the things which they would purchase under normal conditions, would, if followed, be calculated to bring about the very condition that it is most necessary to avoid.

To prosecute a war successfully requires money, and lots of it. The only source from which money can be obtained is from the people who have it. The only way the people can get money is by producing something, whether the product be that of brain or brawn, and exchanging that product for money. Then, the use of that money to purchase something which somebody else produces keeps it in circulation, encouraging production and furthering business activity. Therefore, Mr. 100%er, don't horde up your leads; shoot them in and let's stimulate business for the members.

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### MORE SHIPS FOR PACIFIC MAIL

Mr. John H. Rosseter, Vice-President and General Manager of the Pacific Mail Steamship Company, recently returned from a six month's trip through the Orient, and recommended that five additional steamers be built to carry on the transpacific trade.

To this gentleman is due the credit of re-establishing to our city the Pacific Mail Steamship Company, and San Francisco may well be proud of the fact that one of its shipping men has the broad vision to see what the future holds for this port.

### POPCORN SNOW

The kicker one meets daily about the street reminds me of the old mule that slept in a barn across from the popcorn field. One night the sparks from a passing engine set fire to the dry stalks and the corn got so thoroughly heated that it popped. The next morning at daybreak the old mule looked out of his window, saw the ground was white, and, thinking it was snow, froze to death.

The business man who gets scared stiff at false impressions of his business conditions is equally hasty and unfortunate in his conclusions.

Right now, in the midst of a warm, glowing time of prosperity, you will hear men talking about hard times, and predicting that the country is going to the eternal bow-wows. Mr. 100%er, it isn't true; it's only a flurry of near-snow, and there isn't a chill-blain in a ton of it.

If this poor old mule had gone out and browsed among the corn he would have found nothing to chill his nozzle. On the contrary, he would have enjoyed a comfortable breakfast. SHOOT YOUR LEADS INTO the Club, and enjoy unexpected results.

100% PERKINS.

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### HOW WEALTH OF THE U. S. HAS GROWN

Record Since 1850 Is Remarkable

The manner in which the wealth of the United States has grown since 1850 is figured as follows:

	Wealth.	Population.	Wealth per Capita.
1917....	\$250,000,000,000	104,000,000	\$2,404
1912....	187,700,000,000	95,400,000	1,965
1901....	107,100,000,000	82,400,000	1,313
1900....	88,500,000,000	76,000,000	1,165
1890....	65,000,000,000	63,000,000	1,035
1880....	43,600,000,000	50,000,000	870
1870....	30,000,000,000	39,000,000	780
1860....	16,200,000,000	31,000,000	514
1850....	7,100,000,000	23,200,000	308

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### THE TWO DEATHS

Man dies twice—the first time when his mind fails to appreciate the importance of the 100% idea, and the good it will do him.