

OAKLAND LAUNDRY SPECIAL ANNOUNCEMENT PAGE

FAMILY HOLDS OWNERSHIP FOR HALF CENTURY

Oakland Laundry. Founded in 1879 by Pierre Calou; Widow Is Now Owner

By FRED C. MOSLEY
With the completion of 52 years of continuous operation under the ownership and management of one family, the Oakland Laundry company today has passed another milestone in its progressive history.

Forty-two years of close application to the business principles of honesty and efficiency today has made the Oakland Laundry company of the Calou family one of the outstanding success stories not only of the East Bay but of the state.

Founded in 1879 by Pierre Calou, a young Frenchman, who left his native land while in his early teens and came to Oakland, the laundry has been developed and expanded until today it is cited as a model of the most modern institutions of its kind in the state.

In 1879 Oakland was a village and young Calou noticed the need of laundry service which was so great that laundry was even sent to China and the Philippines by boat for cleaning. The first Calou laundry plant was established under the name of the Oakland French Laundry on San Pablo between Twenty-eighth and Twenty-ninth streets, then the outskirts of Oakland. Wooden tubs with large paddles operated by hand-power, comprised Calou's equipment. It called for and delivered most of the work and employed only one or two assistants.

In 1884 Pierre Calou married Miss Jennie Houtart. She evinced keen interest in the laundry project and for the past 48 years has devoted much of her time to it. Mrs. Calou has served as president of the company since 1911.

Nine years after the opening Mr. and Mrs. Calou in keeping with the city's progress installed a steam engine in their new power laundry established on the present site on Twenty-ninth street across from the Durant school. This new plant was operated under the name of the Oakland Laundry company. Here, they not only maintained their laundry but a home as well. Camille B. Calou, now general manager of the company, and Ernest Calou, present superintendent of the plant, were born at this location and with their two older brothers, Hippolyte (deceased) and Vincent, supervisor of the identification department, who were born at the San Pablo site, attended school across the way.

FOUNDER DIES.
Pierre Calou died in 1914, leaving his wife and four sons to carry on. Hippolyte succeeded to the management of the business as president of the company. He died in 1918 from influenza contracted during a Liberty loan campaign. Camille B. Calou, the present manager, succeeded him. Mrs. Jennie Calou is still president of the company.

According to Camille Calou the one-family management is likely to continue for he has two sons, Arthur, who is attending Santa Clara university, preparing to handle the laundry's legal business, and Robert, a student at Oakland high school, who even now are gaining laundry experience at the plant on Saturday and during vacation.

Ernest, another brother, also has two sons, Raymond and Edmund, whom he declares, as soon as they are old enough, will be given an opportunity to have actual experience in all branches of modern laundry work.

Oakland Laundry Occupies New Home

The laundry business that Pierre Calou, a young Frenchman, founded 52 years ago has become a big industry, with a fine new plant. Photos show (upper) a section of the laundry floor with modern machinery for handling all fabrics, even the shrewdest materials; (center) pressing room of the dry cleaning plant; and (lower, left to right), VINCENT CALOU, supervisor of identification; CAMILLE B. CALOU, general manager; and ERNEST CALOU, superintendent of the entire plant.



Delivery Cars Kept in Good Condition by Inspections



JACK LLEWELLYN
The fleet of 15 delivery automobiles maintained by the Oakland Laundry company is kept in perfect condition through an inspection once a week, made by Jack Llewellyn, sales manager for the firm.

The fleet of 15 delivery automobiles maintained by the Oakland Laundry company is kept in perfect condition through an inspection once a week, made by Jack Llewellyn, sales manager for the firm. The driver of each car is designated as "salesman" and it is part of his duty as a salesman to keep his machine in as perfect a condition as possible. The drivers are encouraged to take pride in the appearance of the cars, and a spirit of competition in shining and polishing the automobiles is fostered. This friendly polishing contest comes to a head once a week, when Llewellyn has the drivers line their cars up for inspection.

Plenty of Fresh Air Is Provided

Plenty of fresh air and sunlight is assured the employees of the Oakland Laundry company. The windows in the saw-tooth roof construction provide 190 feet of light and ventilation and the windows in the front of the building are universal school house windows which open in one two or three sections. Girls who operate the various laundry machines do not have to stand on hard concrete or wet, slippy floors.

The Jepson Storage Co.

24th and Chestnut
Congratulates Oakland Laundry and extends best wishes for continued success.

Dolan's Greetings

Over two hundred buildings being wrecked by Dolan Bros. Wrecking Co. during 1931. More than 90% of the salvage and wrecking of the East Bay including old Oakland Laundry. "Say what we all say," Send your washing to the Laundry.

A Bon ton future to Oakland Laundry
Dolan Bros. Wrecking Co.
3006 San Pablo Ave.
Berkeley, Calif.
Where Oakland and Berkeley Meet

DRY CLEANING PLANT IS RUN BY LAUNDRY

Great Care Taken in Renovating Garments Sent To Oakland Institution

For the convenience of the housewife, who is used to having the laundry driver call once each week, the Oakland Laundry company maintains a dry cleaning plant in connection with the laundry proper.



FRED C. MOSLEY
Under the direction of Fred C. Mosley, authority on dry cleaning, this plant is one of the most modern and best equipped in the community, according to C. B. Calou, general manager, Oakland Laundry.

The dry cleaning department uses a cleaning solvent that has been thoroughly distilled and is constantly completely purified by an elaborate process that removes all impurities, oils, etc., according to Mosley. The distilled solvent is completely filtered. All clothing goes first to a dry cleaning room where it is put in washers. After being washed in the solvent, the clothes are placed in a deodorizing room and all traces of odor removed. The clothing then passes through the hand presses, operated by skilled operators. To insure customers against loss of buttons and buckles, the dry cleaning plant when receiving a garment, according to Mosley, uses a sketch of a garment. On this is marked location of trimming, flower, buckle, buttons and belt and

if these are removed or become detached they are replaced on the exact spot when the garment and sketch are checked. Also Mosley declares the pockets are thoroughly searched. Men especially, he says, are prone to leave valuables in the pockets of their clothes. The Oakland Laundry company dry cleaning plant cleans everything from leather sport coats to elaborate evening gowns. One of the valuable articles successfully cleaned at the plant was a quilt over 200 years old which the owners had so far been afraid to risk in cleaning. When the garments are returned to Oakland Laundry patrons, they are covered with large envelopes. Gloves and ties also are returned to their owners in containers. Not only clothing but furs, drapes and other household goods are cleaned at this plant.

VETERAN OF WAR

Ernest M. Calou, present superintendent of the plant of the Oakland Laundry company, served nine months in France during the World War. Young Calou was a member of the 166th Field Artillery brigade headquarters, enlisting following service in the merchant marine preceding the outbreak of the war. He is an experienced radio operator.

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To Congratulate
Oakland Laundry Company
"Finest Laundry in the West"
on their beautiful new home and repeat our thanks for over twenty years of friendly patronage
E. J. CAREY & CO.
Insurance - All Forms
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Send Your DRY CLEANING to the **OAKLAND LAUNDRY** HI ghgate 0160

Congratulations and Continued Success to **OAKLAND LAUNDRY** in their new home **W. A. BALLINGER & CO.** M.M. Representatives & Distributors COTTON GOODS - TWINE LAUNDRY SUPPLIES 164 TOWNSEND ST. SAN FRANCISCO Phone CA rfield 7230

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For Continuous Efficient Service **Oakland Laundry** uses "Leader Brand" Leather Belting Manufactured by **Bay Belting Supply Co.** 524-526 Broadway Oakland, Calif. Telephone GL encourt 4173

Congratulations from the **Central Sheet Metal Works.** W. J. GOODMAN, Prop. 2847 Hannah Street OAKLAND

Congratulations to **OAKLAND LAUNDRY** on their splendid new plant **BOILER TANK AND PIPE CO.** Fabricated Steel Products 300 75th Avenue Oakland, California

James Bell Co. SHEET METAL 2211 Market St. Oakland LA-7446 Best Wishes to **OAKLAND LAUNDRY**

Congratulations to **OAKLAND LAUNDRY** on their splendid new plant

Congratulations to **OAKLAND LAUNDRY** **Jensen & Nelson** 1165 - 67th St. OLYmpic 2273 AUTO BODY BUILDING

OAKLAND LAUNDRY "Finest Laundry in the West" ... Calls Upon **CHAS. R. MULGREW** for Fine Printing Graphic Arts Bldg. 1537 Webster St. HO llday 1784

It has been a pleasure to serve the **OAKLAND LAUNDRY** as their appraisers and adjusters and we congratulate and wish them success in their beautiful new home. **CALIFORNIA APPRAISAL CO.,** 268 Market St., S. F. APPRAISERS FOR INSURANCE AND CORPORATE FINANCIAL PURPOSES. APPRAISERS OF INDUSTRIAL PLANTS, RESIDENCES, REAL ESTATE

To **OAKLAND LAUNDRY** "Finest in the West" Our Best Wishes **JOS. PIEROTTI & CO.** Broadway at 6th GLencourt 6800

TRinidad 4075 **"AR-GO"** TURBINE PUMPS for Heavy Duty and Industrial Service Efficient Dependable Economical **E. J. Goyette Machine Works** 1727 Jones (98th) Ave. OAKLAND

Congratulating THE OAKLAND LAUNDRY on its magnificent new plant

With the rising of the new building and the installation of the most modern laundry devices **Clorox is proud** to continue to hold its important place among supplies necessary to the most modern laundry work.

WITH a record for the past fifty years of progress and service, no one could know better than the Oakland Laundry how to capitalize disaster in rebuilding better, more conveniently, more modernly for the future—the next fifty years. The Clorox Chemical Co. is proud that, even as it has shared in the successful past of the Oakland Laundry, it will continue to serve its successful future.

CLOROX the popular bleach and disinfectant is used in hundreds of laundries on the Pacific Coast. It has been proved to the satisfaction of these concerns —that the life of clothes washed the Clorox-way is prolonged; —that clothes washed the Clorox-way are both snowy white and disinfected. Moreover, Clorox requires no fussy preparation for use—nor is it harmful. It contains no sediment, lime or acid. Congratulations to the Oakland Laundry on its striking exhibition of modern laundry equipment. Best Wishes to the Oakland Laundry for its continued success and prosperity!



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