

# Marchant Calculator Is Great Invention That Has Aided Business of Entire World

## CELEBRATE OPENING OF NEW UNIT

One of the most notable among the many achievements that have brought Oakland to the front industrially has been the rapid development and expansion of the Marchant Company, Inc., manufacturers of the Marchant calculating machine, a wonderful device that has found its way into the offices of thousands of business concerns all over the world.

The history of this industrial enterprise is a record of the accomplishments of Rodney H. Marchant, a man with a six-cylinder mathematical brain, who from his high school days has devoted his energy and inventive genius to problems in mechanics.

Marchant's first offering in the way of mathematical devices was a system for checking errors. This quickly found favor with office men, and the demand grew rapidly.

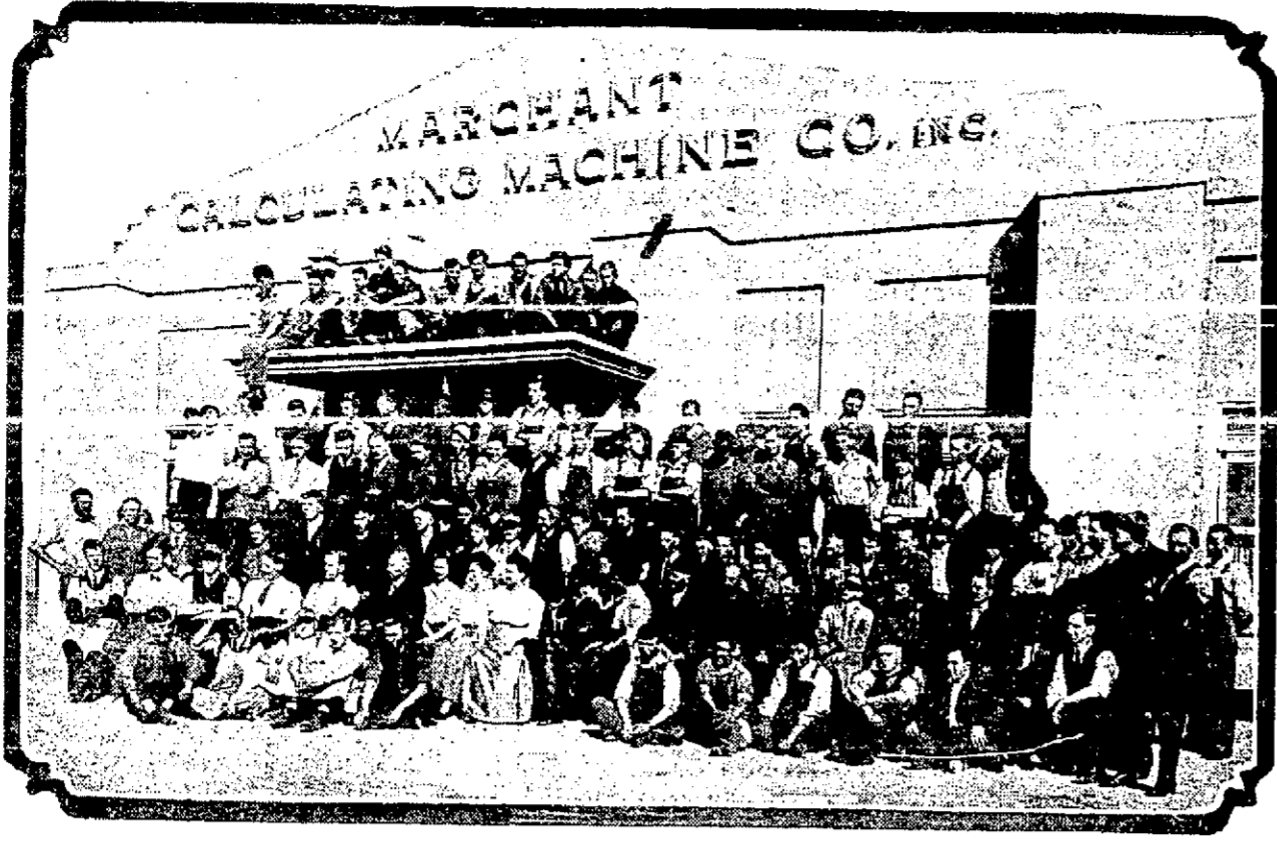
Marchant then turned his attention to a computing appliance which would meet all practical requirements in quick and accurate mathematical calculation. The result of his efforts was the perfection of the machine now widely known as the Marchant calculator.

**STARTED FOUR YEARS AGO.**  
About four years ago he embarked in the actual work of producing and marketing the appliance which his ingenuity had created. The undertaking was begun in a small way. A little shop on a back street was the scene of his first operations, and the output did not exceed half a dozen machines a month. Today the appliances are used around the world, and they cannot be turned out fast enough to meet the demand.

This remarkable product of Marchant's enterprise is distinguished not only for the wide scope of its functions, but for its extreme simplicity and the ease and speed with which it is operated. If it is not equipped with brains, it at least supplements brain work to a degree that multiplies its output many fold.

**WIDESPREAD DEMAND.**  
Think of a machine which, by a few simple turns of a handle, and in the space of a few seconds, can multiply, subtract, divide, compute interest, percentage, discount, survivors' traverse calculations and even work problems in square root, and you have some conception of the Marchant calculator and its value as a saver of time, labor and brain power.

It is therefore not surprising that



Employees of the Marchant Calculating Machine Company.

an appliance capable of these and many other mathematical feats has encountered a widespread demand, and that the Marchant corporation, from its small beginnings four years ago, is now housed in modern, spacious, concrete factory buildings located on a two-acre tract in Emeryville. The plant occupies 30,000 square feet of floor space, and has a capacity of 12,000 machines a year. The buildings are thirty-six feet wide and placed end to end would extend a distance of 800 feet.

The present plant at Emeryville has been in operation for eighteen months, and during this brief period the demand for the calculating machines grew so rapidly that it was found necessary to greatly enlarge the plant. This work is now under way, the second and third units and foundry of the enlarged plant are being rushed to completion, and will be in operation early in the new year.

The company is meeting a particularly heavy demand for a special type of the machine known as the new Pony Model, which weighs only twelve pounds and is practically noiseless in operation. An order for twenty of these machines was yesterday received by telegraph from one firm in the East.

It is largely to meet the extraordinary demand for the Pony calculator that the new units of the plant are being hurried to completion. Meanwhile an army of employees are being work in day and night shifts in an effort to keep pace with the orders.

**MODERN BUILDINGS.**  
The new buildings are of the best type of modern factory construction, all being steel sash and concrete structures and built to permit additional stories as needed.

The present expansion of the plant will more than treble its capacity.

Fortunately a sufficient ground area was secured by the company to allow not only the enlargement now being made, but all future requirements of space for additional units.

A notable feature of the enlarged plant is the foundry unit, where all foundry work in connection with the manufacture of the calculator will be done. With this addition, every part of the machine will be made by the Marchant plant.

The manufacture of the Marchant calculator requires workmen of the highest degree of skill; in the construction of the machine metal has to be worked to the fineness of one-thousandth of an inch.

The head of the Aircraft Division of the War Department has said that the Marchant factory is one of the few industrial plants on the Pacific Coast that is equipped to make airplane parts, and Marchant has already signified his willingness to use the surplus capacity of his new plant

to add this important war activity of the United States Government.

The Marchant calculator is finding the world for its market, selling agencies having already been established in twenty-two countries. There is a large and steadily growing demand from the South American republics; Russia is using them; the machines have gone to Cuba and Porto Rico in large numbers; sixty of the calculators went to Japan in the last six months, while orders are

pouring in from every part of the United States in an ever increasing flow. Right now the factory is over three hundred orders behind in its deliveries, a condition that will be relieved to a great extent as soon as the new units of the plant are in operation.

The completion of the new units of the Marchant plant will be made the occasion of a formal opening and public reception Saturday afternoon and evening. The opening ceremonies will be preceded by an automobile parade from Hotel Oakland to the plant, leaving the hotel at 1:35 p. m. A special committee of the Oakland Chamber of Commerce has this feature of the celebration in hand, and as a result of their efforts a large number of machines will be in line, with a brass band at the head of the parade, which will cover the business

section of the city before proceeding to the factory. At 2 o'clock the opening ceremonies will take place, with an appropriate and entertaining program, followed by an inspection of the plant from 3 to 5.

There will be an informal dance at 8 o'clock. The plant will be brilliantly illuminated so that those who are unable to inspect the new buildings and machinery in the afternoon may do so at night.

The public is cordially invited to all the functions in connection with the opening of the new plant.

The Marchant factory is reached by taking the San Pablo avenue cars to Stanford avenue.

**R. H. MARCHANT, the genius responsible for large Oakland enterprise.**

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**SCHEDULE OF EVENTS.**  
Opening of the new factory units of the Marchant Calculating Machine Company, Saturday, December 1, 1917.  
12:30, lunch at Commercial Club, music and entertainment; 1:35, automobile parade forms on Alice street; 1:45, parade through business district; 2:15, arrival at factory, Fourth and Powell streets; 2:45, parade through business district; 2:55, arrival at factory, Fourth and Powell streets, Emeryville; 3:00, reception by band; 3:05, address, President J. H. King; 3:25, response, R. H. Marchant; 3:40, selection by band, vocal solo; 3:50, address, John F. Neylan, speaker of the day; 3:10, flag raising; 3:15, reception and inspection of plant; 8:00, informal dance.  
Chamber of Commerce committee chairman: George W. Marwedel, lunch; George E. Sheldon, parade; William H. Barry, ceremonies; Edward Bothwell, reception; Monty C. Pfy, dance; J. B. Mauerhan, decorations; Arthur Hargrave, publicity; H. T. Johnson.

## The National Coffee Co.

WISH TO ANNOUNCE THEIR

### Grand Opening

Saturday, Dec. 1, 1917

IN THE

### Oakland Market

425 12th St.  
Opposite Pantages Theater.

### Coffee Direct from Grower to Consumer

Cutting out middlemen, tin-can solicitors and delivery—Roasted fresh right before you. Our guarantee is a real one, as follows:

If Our 30c Coffee does not please you as well as any 40 or 45c kind—and our 25c Coffee as well as any 30 or 35c kind—your money will be refunded.

Try the Coffee That Will Save You Money.

The Direct Way—The Correct Way

## 25c and 30c COFFEE

### National Coffee Co.

OAKLAND MARKET

## ARMY STORE

1026 Broadway

### QUITS

Absorbed by SPIROS 1127 Broadway

### Further Reductions

Unparalleled values in prices and merchandise, as we do not want to move a single article

### Some More Deep Cuts

\$3.90 All-Wool Navy Sweaters, now	\$2.90
\$15.00 All-Wool Army Overcoats, full length	\$8.60
\$2.50 Fleece-lined Blankets	\$1.50
\$3.75 Corduroy Pants	\$3.10
\$7.00 Munson Last Army Shoes	\$5.45
\$6.50 Munson Last Army Shoes	\$4.50
\$3.95 Extra Heavy Wool Underwear, per suit	\$2.95
Army Capes, worth \$3.50	\$1.45
\$5.00 Middy Blouses	\$3.95
Olive Drab Sox, per dozen	\$1.60

ALL OTHER MERCHANDISE REDUCED IN PROPORTION

### YOU CAN BUY

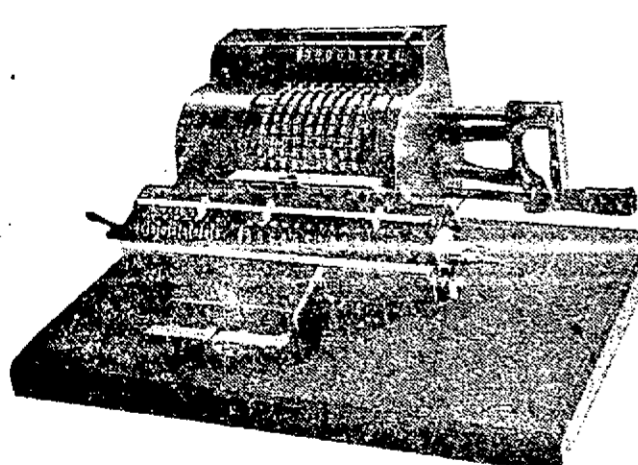
More Good Meat Here for \$1.00 Than Elsewhere

Legs of Yearling—22½c Per Lb.

### OAKLAND MARKET

11TH AND 12TH STREETS, Between the Theaters

# An Oakland Product



# THE MARCHANT CALCULATING MACHINE

MANUFACTURED BY

## MARCHANT CALCULATING MACHINE CO.

Emeryville, Oakland, California

### NEW UNITS OF ENLARGED PLANT

Now being rushed to completion to treble capacity and meet world-wide demand.

Selling agencies now established in twenty-two countries.

Twelve thousand machines per year is capacity of new plant.

Present proportions of the industry represent development of four years.

### Formal Opening of New Plant Saturday Afternoon

RAIN OR SHINE

Parade—1:30 P. M. Ceremonies—2:15 P. M. Inspection of Plant—3:00 to 5.00 P. M. Dancing at 8 P. M.

THE PUBLIC CORDIALLY INVITED

Take San Pablo Ave. Cars to Stanford Ave.

## Ingenuity's Greatest Contribution to Office Efficiency and Economy