

ONE of the most enterprising, energetic and industrious business men of the city is our friend Mr. D. Norcross, pioneer manufacturer of regalias, military embroideries, ladies' dress trimmings, etc. Mr. Norcross commenced business in this city, on Washington street, below Kearny, in the month of April, 1852. Soon after, removed to Sacramento street, above Montgomery, in a frame building. Remaining there some two years, he again removed two doors closer to Montgomery street, in a new three-story brick building, the upper part of which was occupied for manufacturing purposes. By the Commercial street fire, in May, 1857, he lost his back workroom building, together with much stock and many valuable articles, amounting to several thousand dollars. Immediately after the fire, he rebuilt in brick, making a back store for his military and regalia business. Here he continued until May, 1862, when he removed to his present location in the Masonic Temple, corner of Montgomery and Post streets. On the 15th day of May, 1862, his stores (one on each street) were opened to the public. At that time the Grand Lodge of Masons were in session, and accepted an invitation to inspect the premises on that day, and partake of a fine collation spread in the Post street store. A general invitation was also extended to the public, and hundreds of ladies and gentlemen were to be seen throughout the entire day and evening inspecting one of the most magnificent establishments on the Pacific coast. The store on Montgomery street being exclusively for the sale of ladies' dress trimmings, hosiery, worsted, fancy goods, etc., is presided over by Mrs. Norcross, assisted by several young ladies, who are always very pleasant in their manners and anxious to give satisfaction to their patrons. The store on Post street is devoted expressly to military and regalia purposes. Here Lodges, Chapters and Encampments can be fitted out in the most complete style at short notice and small expense. Military and naval gentlemen can be furnished with every article required for their use on the most reasonable terms. Banners and flags are Mr. Norcross' *forte*. Perhaps no man in the United States has manufactured so great a number of fine presentation flags as he. Two suits embroidered by him for Rhode Island Regiments, sent East about two years ago, are said to be the best ever made in this country, and are not excelled by anything of the kind in Europe.

Societies, military men, Masons, Odd Fellows, and members of all other Orders, are advised by us to give their patronage to our pioneer friend, D. Norcross, Masonic Temple, Montgomery and Post streets, San Francisco.