

The TRUNK MANUFACTORY of Mr. JAS. LONGSHORE has been in successful operation since 1860, and to-day occupies a prominent position among the leading Manufacturing Institutions of our city. The doubt that at one time existed in the history of California manufactures as to the feasibility of successfully competing with experienced Eastern establishments ; has, so far as the manufacture of any and every description of trunks, valises, &c., is concerned, been dispelled ; and for proof of our assertion, we want no better evidence than to point to the successful working of the Establishment of Mr. L., which, but a few years ago, began operations on a limited scale as an experiment. Mr. L. gradually extended his facilities with the increasing demand of the trade, until recently, when it was found necessary in order to meet the enlarged requirements of his business, to secure more and additional room ; and accordingly, Mr. L. engaged the large and commodious apartments at 410 Pine Street, opposite the Russ House, and now carries on business there in connection with and as a branch of the old stand.

In speaking of the unwavering prosperity which has followed the efforts of the proprietor of this establishment, we would notice in this connection, that his success in the main, has been attributable, first : to a judicious system of advertising ; secondly : to the generous spirit evinced by our people in patronizing home manufactures ; and in the third place : to promptness in business, and fidelity to his customers.

Mr. L. is a practical workman, understands his business fully in all its branches and personally supervises all work done at both establishments.

The trade, and public generally, will find sufficient inducements at this establishment to make it an object to call there before purchasing from jobbers the loose made work of Eastern houses.