

The San Francisco Call

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GEARY STREET ROAD SHOULD RUN

It is not clear why the board of supervisors should deny transportation to the people resident on the line of Geary street. This thoroughfare passes through the very heart of the residence district and puts it in touch with the downtown business quarter. Such facilities for transit as are offered by this railway supply a very real need.

It is not necessary at this time to discuss the policy of spending a large sum to build a municipal street railway. The point to be made is that there is no intention to begin this work in the immediate future. No contract has been let, nor, as we understand the matter, are the plans complete. It may be six months, perhaps a year, before the city is ready to tear up the present tracks. In that interval the residents served by the Geary street railway should not be denied facilities for transportation that can be put in operation within the hour.

The contention of a member of the board of supervisors that the railway company should forego its claim to the rails, in consideration of being permitted to reopen the line, is met by the answer that the company cannot make this surrender without the consent of the bond holders, who hold a mortgage on the physical property. Whether the Geary street railway company or the city owns these rails is a question that must be settled in court.

While the road lies idle the city is losing a not inconsiderable revenue which the company agrees to pay and has paid into the public treasury as a percentage of the gross receipts. The people along the line are suffering for lack of transportation, and the only person who profits by the tieup is Mr. Patrick Calhoun, whose lines get the benefit of the overflow.

The Geary street road can be started up at once. There would be not the slightest danger to the city's rights in letting it run. The temporary permit can be made from month to month, week to week, or even day to day, in order to avoid delay when the municipality is ready to begin building its line. It is plainly the duty of the supervisors to enter into such an arrangement during the interval between this date and the beginning of construction. The public wants the Geary street cars to run.

OFFENSIVE ADVERTISING METHODS

THERE is active rebellion in Tacoma against the billboard. The prevailing state of mind in that city was stimulated in the first instance by a monstrous double decker advertising sign that shut out the whole north end from view of the magnificent and inspiring mountain from which the city takes its name. The Tacoma improvement society took up the matter and has succeeded in persuading the author of this monstrosity to take it down and out. This success has inspired the society to further efforts to minimize the nuisance. The case for the society is stated in a letter written in reply to an advertiser who used the board as follows:

You state that you "do not have much concern for beautifying cities. That is, we might individually, but not as advertisers." The people whom you are trying to reach are "individuals" and take pride in beautifying their city and "have concern" in so doing. It appears to us that you, as "advertisers," must take note of this feeling of the people of a city in opposition to billboards that disgrace the city, because, if a system of advertising is distasteful to people it is not a good system, is it? Your object is not to offend people, but to attract them, is it not?

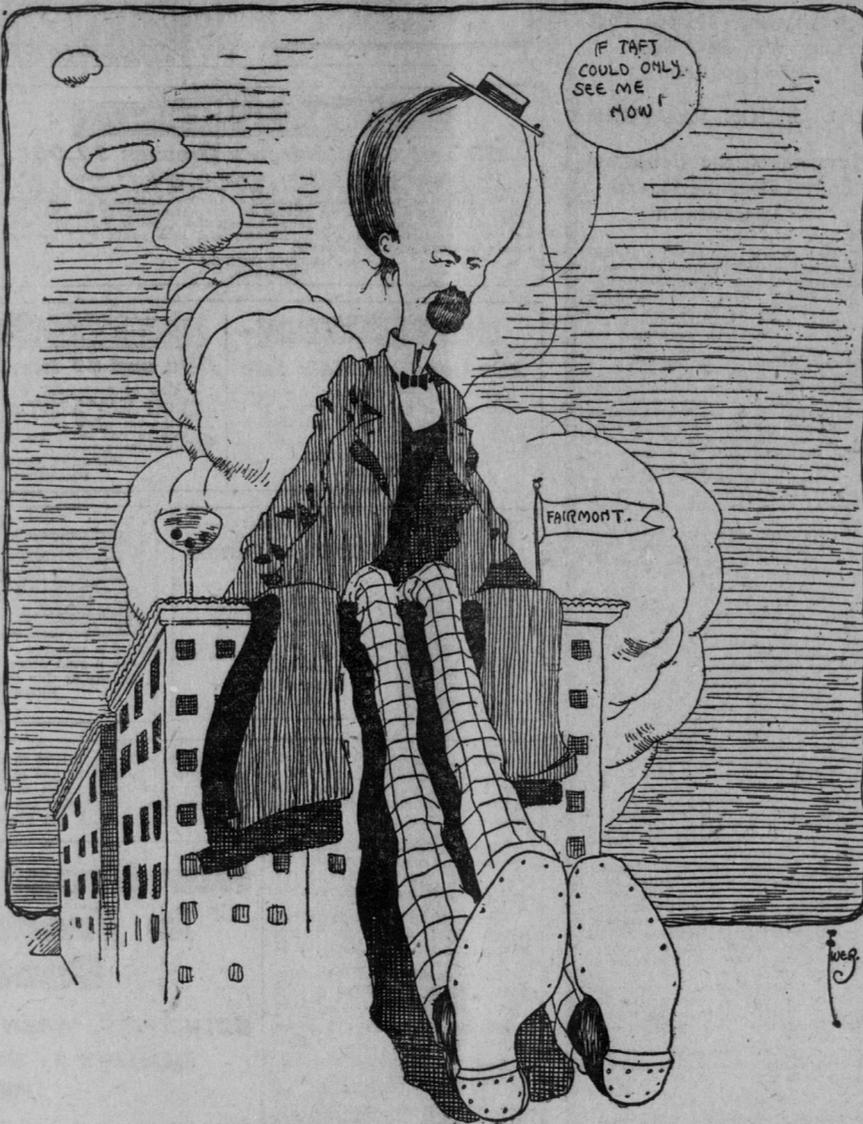
How many goods would you buy of a traveling man who came into your office and presented his wares to you in an offensive manner? The manner of your advertising strikes other people the same way.

Old residents of San Francisco will remember the time when the sky line of Twin peaks was disfigured by the huge advertising sign of a local firm. But when remonstrance was made the merchants who were responsible for the erection were quick to see that it was bad business and at once removed it. It will not be disputed that sentiment has much to do with the success of advertising. Merchants who use vulgar and offensive methods of pushing their wares will very quickly become identified in the minds of the public with a cheap john, catchpenny trade.

A BUSINESSLIKE CITY ADMINISTRATION

THE new supervisors have done more work and more good work for the city in a month than their malodorous predecessors did in a year and a half. The record of Monday's proceedings in the board shows what an array of work must be made up. It is a big load, but the board has got a move on it. Among other things, the action of the board gives reason to hope that the wrecked dome of the city hall will not much longer offend the eye and outrage the sensibilities of San Franciscans. The neglect of this eyesore by the late board for more than a year was a gross scandal, as well as eloquent testimony to that body's incompetence. The first thing an eastern visitor does when he strikes San Francisco is to unsling his camera and take a snapshot of that melancholy dome in its looped and windowed raggedness. Then he laughs, and who shall say that San Francisco has not in some degree earned the gibes of the scornful stranger? The point made by Supervisor Sullivan that the city does not need a separate hall of justice appears to be well taken. There was a time when San Francisco could afford to indulge in such extravagances, but there is present need for every penny for the municipal necessities. There should be no difficulty in accommodating all the departments of justice as well as the city prison under one roof. The city hall is pretty near the center of city life and is the right point of concentration for municipal business. The streets are not being neglected in the press of municipal affairs, and the provision of \$600,000 for their repair gives promise

When Fairbanks Comes



that by the time the rains begin our chief thoroughfares will have acceptable roadways. The city is at length getting the benefit of a businesslike administration. It only needs common sense and common honesty.

THE SHASTA JUDGESHIP SCANDAL

THE decision of the third district court of appeal in the matter of a superior court judge for Shasta county closes a political episode which, in the process of its evolution, was creditable neither to Governor Gillett nor to Dr. Pardee, his predecessor in office.

In 1905 the legislature, dominated by a set of rascally politicians, created a second judgeship for Shasta county against the protest and warm remonstrance of a great majority of the people in that political division. There was no more need for a second superior court judge in Shasta than for a fifth wheel on a coach, and everybody knew it. But Governor Pardee signed the bill and appointed a man to fill the place. It was altogether a piece of discreditable politics.

Last year the people of Shasta county, feeling themselves unjustly treated by the imposition of a gratuitous burden, devised a plan to get rid of the superfluous judgeship and elected Judge Head to the place, on his promise that he would not qualify. That promise was fulfilled, but Judge Bush, Pardee's appointee, contended that he continued in office until his successor qualified. This point the court of appeal decides to be not well taken and the tax payers of Shasta are relieved of the useless load. Governor Gillett, like Pardee, in defiance of the popular wish, sought to fortify Judge Bush in his superfluous office by reappointing him in March last. There is need of plain speaking about this affair, because both governors do not appear to have realized that they were engaged on a mean and unworthy job of public plunder.

NOTE AND COMMENT

Heavy timbers instead of planks are to be used in the Taft platform.

Joseph Cannon, in flouting the idea that the tariff should be revised, says "let well enough alone." Well enough, surely—but for whom?

Richard Croker has refused an offer of \$100,000 to write his autobiography. He might consent if an immunity clause were inserted in the contract.

The Pittsburg Dispatch says that "respectful thought in relation to the candidacy of Senator Knox for the presidency is developing more and more in all parts of the country." The

Dispatch is to be congratulated on having such exclusive news sources.

Those who dislike paradoxes will be glad to know that the toughness of the tenderloin will soon be a thing of the past.

"Is marriage declining?" asks an anxious contemporary. The heartbroken poetry that drifts into newspapers indicates that some of the girls are.

New York barbers say they will not cut the hair of men who shave themselves. Sharpen the family shears and add another burden to the shoulders of patient wives.

In the Joke World

"I can't understand Mabel." "Why not?" "She's always trying to get things to match her complexion." "What of it?" "Haven't you ever noticed her complexion?"—Milwaukee Sentinel.

"Well," demanded the stern visaged woman at the back door, "what do you want?" "Why," replied the tramp, "I seen you advertised 'table board' in dis mornin's papers." "Well?" "Well, I thought maybe yer was givin' out same samples."—Catholic Standard.

"She positively went crazy over her new hat." "Indeed?" "Yes. It went to her head."—Milwaukee Sentinel.

"They say that Shifter is 10 years ahead of his time." "Well, it's not true. I'm his landlord, and I know he's just six months behind."—Philadelphia Inquirer.

Answers to Queries

BUILD—Reader, City. "Build" as an English word is to be found in the dictionaries with the announcement that it is antiquated. Emerson found it a pretty good word to express his meaning when he wrote "The Problem": "The hand that rounded Peter's dome And groined the aisles of Christian Rome, Wrought in a sad sincerity; Himself from God he could not free; He builded better than he knew; The conscious stone to beauty grew." Longfellow in "Christus" also uses the word: "With him tolled his children and their lives, Were builded with his own, into the walls, As offerings unto God." Lowell in "Aladdin" has: "When I could not sleep for cold I had fire enough in my brain, And builded with roofs of gold My beautiful castles in Spain."

IN MASSACHUSETTS—W. H. E. City The highest point of land in the state

In Railway Circles

THE interstate commerce commission made a ruling which will protect the interests of the railroads still more from the acts of those who think it right to "beat" a railway in the matter of freight charges. The commission has issued printed copies of correspondence governing a case wherein a wrong rate was applied on a shipment of goods, and the receiving agent found himself unable to collect the deficit from the consignee. The man to whom the goods were sent had disposed of them and said he was not responsible for the mistake made by the company. Secretary Moseley laid the matter before the commission and was instructed to write both the railway company and the consignee of the goods, advising the one that it was its duty to sue, if necessary, to recover the undercharge, even though the cost of the suit exceeded the amount in question, and to the consignee giving a copy of the letter to the railway company and advising him to pay the difference. The interstate commerce commission holds that as the tariff in operation to the public no excuse will be held valid that a wrong rate was quoted.

The Western Pacific has its tracks laid to Palermo from Marysville and also to the Mokelumne river from Stockton. Rapid progress has been made from Marysville to Oroville. One day saw 7,200 feet of rail laid and on the next day 7,500 feet, which breaks the record. There will be some delay in pushing the work to Sacramento, as the Mokelumne river has to be bridged, but now that the track has reached the bank material will be sent from Stockton for the construction of the bridge. The officials of the Western Pacific have not as yet decided whether this stretch of road will be used for local traffic before the entire line is completed. That matter, they say, has not as yet come up for discussion. The general impression is, however, that no part of the Western Pacific will be open for traffic until the whole line is finished.

B. F. McDaniel, traveling freight agent of the Santa Fe, limped into the general offices Saturday, and, throwing himself on the bench, gave utterance to a mighty groan.

"What's the matter?" asked the sympathetic Gregory. "Nothing," replied McDaniel, "only I had the left of my life, and this is what is left of me," and he exhibited a scarred face, a twisted limb and a variety of bruises and spoke also of the bruises which he did not care to show.

"I met a bear, that's all. He was the biggest bear I have ever seen. He stood as high as Lou Stanton of the Milwaukee," he was as big around as I and I ducked, and I let him have a thump in the ribs. He gave such a snort that you would have thought it was R. A. Donaldson sneezing. Then he gave me a cuff on the ear. The whole world spun around. Then I saw one of Jim Ager's trains coming along and I had a run for it. But it would not stop, and three times I ran around the cars, and fortunately the bear stopped a minute in front of the engine to scratch his ear and the locomotive bowled him over and I jumped aboard."

F. W. Thompson of the Rook Island lines will soon leave for the southern part of the state on company business.

of Massachusetts is the peak of Mount Greylock, 5,335 feet above sea level.

The Insider

Tells of the famous rectors who preached powerful sermons beneath the lofty nave of Grace Episcopal church many years ago

Recollections of Old Grace Church THE final demolition of the ruins of Grace church, admittedly the nearest perfect specimen of Gothic architecture in this city, recalls some of the stories which cluster around its historic remains. Grace church began its career by a disappointment, for it was originally intended for cathedral purposes and was built for Bishop Kip, but, through some disagreement in the church body politic, it was never the cathedral. Many famous rectors officiated beneath its once lofty nave and many famous sermons delivered there are remembered with vividness by the people of today who listened to them in the early seventies. One in particular caused a sensation. It was when the best known and most erratic rector of all the brilliant line announced one Sunday morning that he had had an extraordinary and appalling dream; in fact, that it had made such an impression on him that he felt impelled to accept it as the basic subject of his discourse that morning. He said that he had dreamed that God was dead, and he went on to deliver one of the most remarkable sermons the auditors of Grace church had ever listened to. He portrayed with startling effect the awful chaos, the darkening and trembling of heaven and the frightful blank of earth which had resulted from that fearful happening. The sermon created a big sensation and a number of his hearers were unwilling to leave the church at its close.

"Dance of Death" Startles Auditors

Another well remembered and effective sermon was a strong protest against the evils of ballet dancing. So thrilling and penetrating were the preacher's words that his hearers declared that they actually saw the skeletons and dry bones whirling before the altar and heard the rattling and knocking of the fleshless frames as he described the "Dance of Death" with all its attendant horrors.

Still another striking and brilliant discourse was on the "Dead of '74," when the names of all those eminent in social, business or political life who had died during the year were recited and a few brief and pregnant sentences containing some truths were delivered about each name as it was read. The list was a noteworthy one. As the sermon came to a close the rector, pointing an impressive finger at those seated in the pews, uttered slowly and with marked intensity, "Who shall it be next year? Who? Who?" the finger moving in review over the alarmed occupants of the pews and seeming to pause at certain places. "Who?" he repeated solemnly, and with the echo of that condemning voice in their ears the haughtiest and most aristocratic congregation in the city filed down the aisles silent as before the crack of doom.

The Smart Set

MR. AND MRS. HORACE PILLSBURY, who are in Boston, have taken the George Shreve home in San Mateo and will occupy it when they return here in September.

Mr. and Mrs. W. A. Rogers have given up their house in Vallejo street. Mrs. Rogers will leave for Boston on September 1, and Mr. Rogers will go to Goldfield, where he will be joined later by Mrs. Rogers.

Miss Edna Wemple, who has been traveling abroad with friends for the last four months, was in Heidelberg when last heard from and is expected home the last of October.

Mrs. E. Clemens Horst, who spent last week in San Jose, has returned to her home in this city. Mrs. Horst was accompanied by her mother, Mrs. W. B. C. Brown, who did not return with her, but stopped over in Palo Alto, where she is visiting her sister, Mrs. Jessup.

Judge and Mrs. Charles L. Weller and Miss Weller have returned from their summer outing at Castella and are at the Knickerbocker.

Mrs. John Heath and her daughter, Miss Constance Heath, have returned from Pacific Grove to their home in Oakland and will leave soon for the east.

Mr. and Mrs. Frank W. Griffin, who have been making a tour in their automobile, reached Del Monte last week.

Mrs. Edward Barron has taken a house in this city and will entertain extensively next winter.

Mrs. John Deane and her daughter, Miss Marie Rose Deane, have taken the apartment at the Lafayette recently occupied by Mr. and Mrs. Selby Hanna.

Mrs. W. B. Wilshtre, accompanied by her daughters, Mrs. Jack Polhemus and Miss Doris Wilshtre, will go to Los Angeles next week for a three months' stay.

Judge and Mrs. N. F. Chipman, who have been at Pacific Grove for the last six weeks, have returned to their home in Sacramento.

Mr. and Mrs. Francis J. Heney have taken an apartment at Sacramento and Buchanan streets.

Mr. and Mrs. A. P. Redding will close their home at Manito and spend the winter in this city.

Mrs. John Boggs and Miss Alice Boggs will leave September 24 for New York. They will remain in the east until after Christmas, when they will go to Florida for the remainder of the winter.

Mrs. George Ashton and her two daughters will leave for Europe in September, to be gone two years.

Judge and Mrs. Morrow are home-ward bound, having sailed recently from Cherbourg.

Mrs. Jerome Lincoln is at St. Helena, where she will remain through the month of September.

Mr. and Mrs. George Arnsby have given up their home in San Mateo and have taken a house in this city for the winter.

Mr. and Mrs. C. O. G. Miller have moved into their new home, recently completed, at the corner of Baker street and Pacific avenue.

Mr. and Mrs. Alfred S. Tubbs, who have spent the last year abroad, were in Vienna recently and are expected home late in October.

Personal Mention

W. J. Curtis of San Bernardino is at the Savoy.

A. C. Dalrymple of Chicago is at the Majestic annex.

R. A. McGrath of Manila is staying at the Dorchester.

E. A. Case of Boise, Idaho, is registered at the St. Francis.

C. J. Cox and wife of Hollister are registered at the Savoy.

Elmer Waterman of Marysville is registered at the Hamilton.

W. C. Truscott of Cincinnati is staying at the Majestic annex.

Rev. Dean Sumner of Chicago is a guest at the St. Francis.

W. S. Hall, a mining man from Fallon, Nev., is at the St. James.

several valuable mining properties in Nevada and California.

H. W. Swift and wife, prominent residents of Fresno, are at the Jefferson.

G. Charlton-Smith registered at the Hamilton yesterday from Clarksville, Tenn.

A. V. McCotter of New York, who is here for a few days, is a guest at the Majestic.

Walter K. Jahn reached here from Chicago yesterday and is staying at the Fairmont.

M. Grossman and wife, Julius Alder, Harry Sazernstein of Dallas, Texas, are at the Majestic.

P. Cohn, accompanied by his wife and niece, is staying at the Savoy. They are from Stockton.

Thomas D. Fetch, president of the Eureka gas and electric company, is a guest at the Imperial.

J. B. Gallagher and A. Gifford, owners of valuable copper properties at Verington, Nev., are at the Imperial.

Frank Roche of Los Angeles, G. E. Sheppard of Anderson and F. L. Moon of New York are guests at the St. James.

Captain E. E. Cain and wife of Seattle, accompanied by Miss Hickie, Miss Barry and Percy Barnes, are at the St. Francis.

Conditions in California

The California Promotion committee wired the following to its eastern bureau in New York yesterday:

California temperatures for the last 24 hours: Eureka... Minimum... 30 Maximum... 58 San Francisco... Minimum... 54 Maximum... 61 San Diego... Minimum... 64 Maximum... 70

Lumber receipts in San Francisco during the last week, 17,000,000 feet. An illustration of California's interchange of commerce is seen in an order just placed by the Redlands orange growers' association with a company at Chico for 600,000 orange boxes. The six story class A Bullock & Jones building, at Post and Kearny streets, San Francisco, is approaching completion. Inside work is being rushed and the building will be ready for occupancy by the end of September.