

AMUSEMENTS VALENCIA THEATRE Under the RED ROBE A Romantic Drama by Edward Ross.

VAN NESS TONIGHT MATINEES Wednesday and Saturday The Attraction Will Not Appear at Oakland

AMERICAN THEATRE FLORENCE GEAR MARRYING MARY THE BURGOMASTER

NEW ALCAZAR THE DARLING OF THE GODS A Drama of Old Japan by David Belasco

Opheum ARTISTIC VAUDEVILLE "A MODERN POCAHONTAS" presented by Paul Blooded Indians from Shoshone Reservation

PRINCESS THEATRE S. LOVERICH, MANAGER

THE ROUNDERS May Boley, Frank Moulton, Helen Darling, Zoe Bennett

PANTAGES EMPIRE THEATER MELPOURNE MacDOWELL and VIRGINIA DREW TRESCOTT

"A MAN OF THE PEOPLE" by Virginia Drew TreScott

RACING New California Jockey Club OAKLAND RACE TRACK

CONCERTS, LECTURES, ETC. WIGWAM Missions Street Near 22d

AD FIRM OPENS IN NEW QUARTERS Johnston-Dienstag-Ayres Company Occupies Entire Floor in New Lyons Building

Elaborate Equipment Marks New Home of Well Known Advertising Agency Occupying an entire floor in the modern Lyons building in Kearny street between Post and Sutter...

Big Concern Plans Fresh Career in New Quarters



Picture of new Lyons building, in which advertising agency's offices are located.

M'KEVITT MAY BECOME MANAGER California Fruit Growers Will Meet at St. Francis Hotel Today

Frank E. McKevitt of Vacaville, one of the largest fruit growers of California, will probably be elected manager of the California fruit growers when they meet today at the St. Francis hotel.

WESTERN PACIFIC LETS CONTRACTS Construction of Bay Equipment Will Call for Expenditure of \$2,000,000

Contracts for the construction of \$2,000,000 worth of car floats and barges and other ferry equipment for passenger and freight service on the bay have been let by the Western Pacific railroad company and plans for two ferry-boats are under consideration by the engineers of the railroad.

PLAN HILL CLIMB AT LOS GATOS

May Day Celebration Will Include Many Interesting Auto Events Santa Clara County Motor Club Will Help Make Event Successful

By R. R. Thommedieu The floral carnival at Los Gatos May day will be interesting to the automobilist. R. P. Doolan, who is one of the moving spirits in the affair, has written to The Call, stating that arrangements for receiving the automobilists are progressing favorably.

That there is a gap in the list of cars—a gap as to class and grade—which needs to be filled by the production of a new model different from anything now on the market is the claim of C. S. Richardson, manager of the Reliance automobile company, and he has an interesting argument on the subject in connection with the forthcoming May day celebration, and undoubtedly will supply many of the officials who will control the automobile contests.

The Phoenix rubber company had a steady stream of visitors at their Van Ness avenue store Saturday to inspect the new Naddall rim. Those who saw the same pronounced it the best and most effective demountable rim that has thus far been placed on the market.



Anty Drudge Tells How to be Rid of the Smell.

Miss Chirp—"Say, Anty, do you notice that odor? I've just had this waist washed and the laundry soap has made it smell horrid!" Anty Drudge—"Yes, dear! No one without a cold could fail to notice it. But why don't you have your clothes washed with Fels-Naptha? It will leave them sweet and fresh without any odor. And they'll be cleaner and wear longer than if washed in the old, washboiler way."

Do your clothes have an odor when they come from the wash? No—if you wash with Fels-Naptha. Yes—if you use ordinary laundry soap or washing powders. If you could see what goes into the ordinary soaps and powders, you would understand why they leave the clothes yellow and ill-smelling. If you could see the pure materials that form a basis for Fels-Naptha you would know why it makes your clothes white and sweet, free from all odors. Compare clothes washed with Fels-Naptha in cold or lukewarm water with clothes on which ordinary laundry soaps and powders have been used. No other soap is anything like Fels-Naptha—in results. Be sure to use Fels-Naptha the Fels-Naptha way, in cold or lukewarm water—no boiling. Get a supply from your grocer. Look for the red and green wrapper.

AUTOMOBILES Ready Reference for Buyers ACME MIDDLETON MOTOR CAR CO. 350 Golden Gate. Tel. Franklin 1738. AUBURN 2 and 4 Cylinders. 519 Golden Gate av. T. Park 1475.

A FEW WORDS WITH the LADY OF the HOUSE

Though we travel the world over to find the beautiful, we must carry it with us, or we find it not. THE LUNCHEON MENU Chicken Broth with Rice Canned Salmon Croquettes. Peas Fillet Mignons. Potatoes Anna. Mayonnaise of Chicken. Celery and Nuts in Aspic. Jelly Raspberry Charlotte Russe. Marrons Glace, Chocolate Mints.

See the "Page for the Modern House Keeper," which appears regularly in the magazine of The Sunday Call.

Household Hints Uses of Soda—If milk is just turning sour a pinch of soda will restore it to its original sweetness. Soda is an excellent, if homely, remedy for scalds and burns. The burnt skin should be moistened, then thickly plastered over with soda, and bound round with a piece of soft cloth.

The White House ANNOUNCES THE FINAL CLOSING OF ITS VAN NESS AVENUE STORE.

A GENERAL RECEPTION TO WHICH THE PUBLIC OF SAN FRANCISCO IS RESPECTFULLY INVITED WILL BE HELD ON SATURDAY NIGHT, MARCH 13TH, FROM 7 TO 11 AT ITS PERMANENT QUARTERS SUTTER STREET & GRANT AVENUE

Want to Loan Money? USE CALL WANT ADS