

The San Francisco Call

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both NEW and OLD ADDRESS in order to insure a prompt and correct

compliance with their request.

LORD NORTHCLEFFE and the editor of the London Times,

visiting San Francisco, reiterate their belief that Germany is

resolved to fight England. That view seems almost incompre-

hensible to people at this distance from the seat of the threatened war,

and yet it is shared by perhaps half of the British nation.

It is perhaps not unfair to say that this gloomy foreboding has been made an article

of party faith, and therefore its acceptance is promoted to a large extent by politics.

We need not dismiss it on that account as absurd, because, in fact, the belief is held by able

and sincerely patriotic men like Lord Northcliffe, Lord Charles

Beresford and others of that stamp, who are well known in this

country.

At the same time, one recognizes the trail of politics and political

propaganda and promotion. All sorts of malignant policies are

attributed to German diplomacy, and by way of example we find in

the ingenious National Review the following:

Englishmen can not afford to ignore the ceaseless and malignant

efforts of Berlin to generate friction between Japan and the United

States, mainly with the object of driving the Americans and ourselves

into opposite camps, and thus making Germany the arbiter of the situation.

As we have said, the Japanese thoroughly understand every twist

and turn in German diplomacy, but unfortunately the mass of Americans,

while amazingly intelligent on all matters within their ken, are abysmally

ignorant of foreign affairs, and thus fall an easy prey to intrigues.

Their sole source of information consists of cablegrams, many of which

are inspired by the Wilhelmstrasse, to which the American journalist

falls an even easier victim than his British confrere.

To take one example, if Americans seriously believe that we desire

to thwart their commercial activities in China, they will believe anything.

The editor of this publication is always "seeing things," and these

shapes of terror invariably come out of Germany. If any friction

has arisen between this country and Japan, we on this coast should

know and understand the causes. These causes have as much con-

nection with Berlin as they have with the north pole. For the most

part they started right here in California, and the same causes are

operative in Canada and Australia.

It is quite absurd to tell us that the inspiration comes from

Berlin. Charges of the sort quoted are merely a phase of politics, and

for what they are worth throw discredit on their proponents.

THE full importance of an address made by Speaker Cannon at

the recent national convention of bankers in Chicago does not

appear to have been realized, possibly for the reason that

Mr. Taft on the same day handled the same topic in a different way.

Cannon told the bankers that there was no chance for cur-

rency legislation during the coming session of congress just about the time that Mr. Taft

was explaining to another audience that Senator Aldrich had evolved an elaborate plan of currency reform, which he

(Aldrich) proposed to explain to the country in a series of public

addresses.

The president bespoke a favorable hearing for Aldrich and his

plan for a central bank to be entrusted with the exclusive power

to issue bank notes and regulate the volume of currency.

But if Joe Cannon is opposed to any sort of currency legislation

at this time, he has the power more than any other man to make

his opposition effective. Yet it would be a strange and unexpected

thing to find him working at cross purposes with Aldrich. Indeed, it

should be a sorrowful parting of the ways.

Aldrich has set his heart on crowning the edifice of his political

life with a grand and comprehensive scheme of currency reform, and

here we find his old side partner declaring that we already have the

best monetary system in the world and should let it alone. This is

the way he talks about these abstruse matters:

We have a banking system. It is a little bit like Topsy; it grew;

and I recollect when it began to grow. Grew in the commencement

because it was necessary that it should grow. I am a little older than

most of you gentlemen that compose this convention. I recollect the

days of the Red Dog and the Blue Puppy bank bill. If you got one

of them you would take the fastest horse to go and unload it on a

creditor before it became worthless.

I know there is nothing so good on this earth as a sound spinal

column, and most of the citizenship in the United States has the courage,

and walking in the light of their best judgment and taking the consequences—

taking their stand—and if it comes their way, according to their judg-

ment and their light, they have done well. Such men have spinal

columns.

But I have thought once in a while that there is a constituent here

and there in our various states who, once in a great while, gets into

congress; that God, when he created him, ran short of material for

spinal columns and put in an angworm in its place. However, I

won't abuse them; they are not to blame for it.

All this is more picturesque than illuminating, and it is quoted

here as an example of the sort of wisdom that goes to the making

of our laws.

Cannon, of course, knows nothing about the subject in hand and

perhaps would not pretend that he does. But it will be a sad day

when he turns down his old partner, and the suspicion is justified that

he was, in fact, making fun of the bankers.

That would be a wicked thing to do, but it is significant that

when he, in gratification of a personal spite, deprived Fowler of the

chairmanship of the committee on currency, he put Vreeland in that

important place, and Vreeland is one of Aldrich's most devoted and

obedient followers. In fact, Vreeland has already echoed Aldrich's

advocacy of the central bank plan and declared himself in that sense

in a public address at Bedford Springs, Pa., some eleven days ago.

It may be indeed that Uncle Joe was having fun with the

bankers.

Wolfe's Eager Insistence On His Share of a Shameless Grab

REALLY, it might seem that Senator "Eddie" Wolfe more accurately than his colleagues in the legislature appreciated the logic of the \$5,000 appropriation for the expenses of an official junket to the Seattle exposition. Mr. Wolfe believes that the money was meant for no more patriotic purpose than a gift to a bunch of politicians of whom he had the good fortune to be one.

In fine, the appropriation was a personal gift of other people's money made by the legislature to certain favored members. Mr. Wolfe realizes that the nominal purpose of an official visit to the Seattle fair was the merest pretense. He made no part of the absurd official delegation to the fair, but he asks for his share of the public appropriation as if it had been a personal gift to himself for valuable services to the commonwealth.

As a matter of fact, Senator Wolfe has quite as good a right to pocket his share of the appropriation as his colleagues had to waste public money for a useless and foolish purpose.

How thoroughly the futility and fatuity of this official expedition was realized in Seattle appears from the contemptuous manner of its reception in that city. Our free lunch statesmen were simply ignored, as they deserved to be.

California makes no complaint on that score. They were a lot of cheap politicians spending money which they had stolen from the state, and they got just the sort of reception that they deserved.

The strange thing is that Governor Gillett ever permitted a shameless job of this sort to go through with his approval.

SECRETARY BALLINGER, the eliminated McHarg, Mr. Short of Fresno and others of that following or persuasion insist that there is no such thing as a water power trust and declare that the whole thing is nothing more than one of Gifford Pinchot's dreams.

Mr. Short, at least, should know better, as he is in touch with the gradual consolidation or community of interest that is in the way of establishment among water power concerns in California. The same process in Oregon and in Michigan is described by the Portland Telegram thus:

But there is remarkable and simultaneous activity among the power people of late. We have been informed in the local news of consolidation of water power corporations in the Pacific northwest, and will probably hear more of the same sort as time passes—for this Pacific northwest is the richest field in the entire country for power trust exploitation. Another notable instance of similar activity we gather from the report is that in the last two weeks in August more than thirty water companies filed articles of incorporation back in the state of Michigan. The Michigan happening comes up in a strong and unfavorable light for those who entertain the no trust view.

It appears that on September 1 a law went into effect in that state which imposed certain restrictions upon power companies. Steps were taken to avoid many of these restrictions by this same wholesale incorporation. Previous to the incorporations, a combination of various water power, gas, electric light and street railway companies had been quietly effected in the smaller cities throughout the state, by the formation of the usual convenient holding company. The plan of comprehensive state combination with steadily extending acquisition of water power sites was pursued without noise or publicity until the time came for incorporation, when, as a matter of course, the cat was out of the bag.

The incorporation of as many as eighteen concerns in a single day excited suspicion as to the monopolistic control of the various enterprises. This led to the subsequent discovery by newspaper men that back of the whole scheme, under the personal engineering of Congressman George A. Loud, was the General Electric company—one of the two great monopolies which seek to control all the power in the country.

The General Electric and the Westinghouse companies control absolutely the manufacture of electrical apparatus in the United States. Although not owned by identical interests, they work together and do not compete.

Their control is the basis of the water power trust, which McHarg and Short declare is "a dream."

THE beauties of the Aldrich tariff are not now so clear to the lemon growers of the south as they were in the early moments of congratulation over the increase of the duty by half a cent a pound. For instance, the Riverside Press puts it in this wise:

Railroads Squeezing the Lemon Growers

When the California representatives in congress took the Aldrich program from beginning to end in order to secure protection for oranges, lemons and other California products it was suggested that the increased tariff on lemons might prove something of a gold brick because the railroads would at once raise the freight rate. That prediction has come true even sooner than was expected. An advance in the freight rate on lemons from \$1 to \$1.15, or an increase of 12 cents per box, is announced, and it is rumored that the rate on oranges will be advanced to \$1.25. Perhaps we might have done better to have accepted a little lower tariff on lemons and to have lent our aid to those who favored a downward revision of the tariff. As the matter stands now it looks as if the railroads would get the lion's share of any higher price which lemons may bring as a result of the increased tariff. And they always get their freight, no matter whether the grower receives a fair price or a "red ink" return.

No one disputes the fact that the lemon industry requires protection. The growers are struggling to make a living under adverse circumstances. The market was slow and the warehouses full. The increased duty helped the growers by shutting off importations in some degree, but even with this improved market the margin for the producer was small. It will probably be wiped out altogether by the advance in freight rates. The growers, of course, are helpless to protect themselves from the exactions of the railroads. They have, however, the empty privilege of instituting a lawsuit of indefinite duration and problematical fate. Yet the railroads are constantly complaining of unjust and injurious legislation.

Gossip of Railwaymen

THE annual meeting of the California Association of Traffic Agents will be held at the Sea Beach hotel, Santa Cruz, Saturday and Sunday, September 25 and 26, and already the local men have begun to make their arrangements. The San Francisco members will leave the Third and Townsend depot at 3 o'clock Saturday afternoon on a special train. Besides the usual amount of routine business that is to be attended to there will be the election of officers, then there will be a dance, several suppers and, according to several railroadmen given to that sort of thing, joy rides. The party will have exclusive use of the Sea Beach hotel, but owing to the closed season meals will be served at another hostelry farther up town. More than 100 San Francisco traffic officers will leave on the special.

The outgoing officers of the association are: Edward H. Torpey, F. J. Harrington, Charles N. Fisher, H. E. Jarman, George G. Fraser, V. M. Smith, Warren F. Holten and F. W. Prince.

The San Pedro, Los Angeles and Salt Lake road has secured offices at 650 Market street and after October 1 will belong to the "ground floor" aggregation.

The first work to be done by the Northwestern Pacific, according to A. H. Payson, will be the construction of a tunnel near the end of the present line above Willets. It is expected that work will be started within the next few weeks, but no actual work to that effect has been received in this city.

It is reported that three railway schools are to be established in Mexico with the approval and partly under the auspices of the National railways of Mexico. The purpose is to give the students a thorough grounding in the fundamentals of mechanics, train handling and locomotive operation.

The members of the Transportation Club are looking forward to a pleasant evening to be held in the clubrooms in the Flood building early in October. The club's smokers have always been a success and the entertainment committee, composed of "Billy" Webster and "Bode" Smith, has assured the membership that the coming entertainment will far surpass any of the former ones, both in quality and quantity.

It is estimated that the damage to the railways of Mexico from the recent floods has amounted to \$3,000,000. On the Monterey-Matamoros line more than 100 miles of track and 18 bridges are reported to have been washed away.

W. B. Storey Jr., chief engineer of the Santa Fe at Chicago, has been elected vice president in charge of construction and W. E. Hodges, general purchasing agent at Chicago, has been elected vice president in charge of purchases and stores, both with offices at Chicago. These promotions are effective October 1. The present system of designating the vice presidents as second, third and fourth will be discontinued, and they will hereafter be distinguished by the departments over which they have jurisdiction.

Information, not confirmed, has drifted around railroad row to the effect that preliminary surveys are being made for a line from Eureka, east to upper Sacramento valley, at or near Redding or Red Bluff, a distance of about 125 miles.

E. A. Hornbeck, general manager of the San Diego, Cuyamaca and Eastern, has been appointed general manager of the San Diego and Cuyamaca, with office at San Diego. This company has bought all the property of the San Diego, Cuyamaca and Eastern.

One hundred and twenty-three automobiles were recently shipped in one shipment from the Minneapolis plant. The shipment required 41 3/4 foot cars, three automobiles to a car.

Answers to Queries

NELSON AND BRITT—H. B. Tonopah, Nev. Give the number of lights that Battalion Nelson and Jimmy Britt had and how these lights were decided. Did Nelson ever quit before the limit in any of these fights? This is to decide a bet.

These men fought four times: December 20, 1904, San Francisco; Britt won in 20 rounds; September 9, 1905, Colma; Britt knocked out in eighteenth round; July 31, 1907, San Francisco; Britt won in 20 rounds; and March 3, 1908, 10 round match in Los Angeles, a draw. Nelson never quit to any man. This department does not decide bets. It gives the best information obtainable. The above is from the pugilistic records of the two men.

HAIR—E. E. M. City. Will any physician remove superfluous hair or must one go to a specialist?

Any reputable physician can, if he wishes to, but as a rule the applicant is referred to a specialist.

PUBLIC LANDS—Reader, Oakland, Cal. For information about the drawing of public lands in the United States write to the general land office, Washington, D. C.

EASTER DATE—E. H. Hollister, Cal. What was the date of Easter in 1847? April 13.

THE WAY HARMSWORTH MAKES A NEWSPAPER

Accuracy and Vital News Are Qualities That Give Greatness to Lord Northcliffe's London Times

Journalistic Precepts of Lord Northcliffe

(Alfred Harmsworth) Better twice late than once wrong. The more accurate newspaper gets the better advertising rates. Your newspapers are altering tremendously; they are devoting more space to politics and matters of world wide importance, as against personalities. I have seen the change decidedly in my day. I would not think of employing on my papers a man who did not use shorthand and speak French. The use of shorthand is becoming more general in this country, too.

"Better twice late than once wrong" is the golden journalistic maxim of the most successful newspaper publisher in the world. Guided by that precept, driven by tremendous business energy and stimulated by resourceful intellectual capacity, Alfred Harmsworth of London built up the biggest newspaper business in the world and has crowned his career, while still a young man, by securing control of the most influential newspaper in the world—the London Times, "the Thunderer," and becoming Lord Northcliffe.

Just before his departure for the east and England yesterday afternoon, the British editor was seen at the Fairmont hotel and asked to speak on the way to conduct a newspaper. He had a maxim ready. It was: "Better twice late than once wrong." And all that he had to say went toward placing emphasis on the value of accuracy. He, of course, did not dwell on the obvious moral and spiritual glory of accuracy in newspaper work. He spoke, however, upon the business office side of the question.

"The more accurate newspaper gets the better advertising rates," he said. "The newspaper business is my life work," continued Lord Northcliffe, "and I do not care to discuss such a vital subject at short notice. But I can say this: I have in my time noticed a great change in newspapers. Your newspapers are altering tremendously. I have noticed it in the east. They are devoting more space to the really vital matters of the world, to politics and matters of world wide importance, as against personalities. I have seen the change in my day.

"There can not but be that change for the better. There is the question of the equipment of the reporter. Now, I would not think of employing a reporter on my papers who did not understand French and use shorthand. I am surprised that it is not more generally used here. It is becoming more in use in the east. I have found." The use of shorthand Lord Northcliffe considered as making for accuracy of reports. Accuracy—that was the keynote of Northcliffe's advice on how to conduct a newspaper. Accuracy and vital news. A break in the Vanderbilt family much predicted and widely discussed, is not when the snap actually occurs, good "news." "Everybody knew it was coming," he said, dismissing the item treated importantly by the American press.

THE SMART SET

WHILE the debutante will make a demure bow to society before long and will thoughtlessly occupy most of the social attention after her initial party, the bride elect, who is ever a person of importance, will have a goodly share of the delightful parties among the younger girls. One of the brides to be who has the most of the social attention at her wedding next month is Miss Katherine Hyde, who will become the bride of Lieutenant Robert Melville Danford, U. S. A., at an October wedding. Meaningful to her several are to be on sale tickets for the attractive little bride elect, and among these is the bride to be given Friday afternoon, at which Miss May Moffatt will preside as hostess. Another ticket for which the date is not announced will be in compliment to the same guest, and Miss Justine McClanahan will probably invite a score or more girls to her home in Broadway for the occasion.

The repetition of the society vaudeville that is to be an event of next Tuesday evening at the Novelty theater at Steiner and O'Farrell streets is the gossip of the hour, and the boxes for the performance have been sold without the least delay. One of the first of the tickets, which are to be on sale for that evening was Mrs. Eleanor Martin, who will entertain a party of guests. And many other hostesses have planned theater parties for that occasion. The tickets are to be on sale this morning at Sherman, Clay & Co.'s, where they can be secured until Tuesday, when the sale will be transferred to the theater if there are any remaining tickets, which seems a doubtful prospect at present. The reading room for the blind is to receive the benefits from the vaudeville, and it is worthy of particular mention that the benefit will be the first at which the public has assisted this charity. The rehearsals are going on almost daily and there will be the same array of talent that scored such a success at the Menlo Park golf and country club. The only change in the program will be necessitated by the departure of Miss Vera Havemeyer for the east, and since her place is to be taken by Miss Endicott, there is even more to be expected than usual. Miss Gregg is a clever dancer and will take the part of an attractive little Gretchen in the cast of talented amateurs. Mrs. Frederick McNear is working earnestly for the success of the second vaudeville, as she did for the first delightful affair.

Mr. and Mrs. Frank H. Powers are at Carmel-by-the-Sea for a visit this month, and are entertaining Wilhelm Funk, the well known portrait painter, who is visiting here from New York and where he will remain for a few days to this city, where he will remain for an indefinite stay and doubtless will be feted by the artist colony.

Mr. Robert J. Woods and her daughter Miss Elizabeth Woods, are lingering out of town, but will probably return to their home in Clay street about the first of the month and will be accompanied by Mrs. Charles R. Peters, who has been summing with them at Del Monte.

Mr. and Mrs. William H. Taylor Jr. have taken a house in Vallejo street, where they will be established this season and will entertain in an informal way.

Mrs. Sidney Budgett, who has been staying at the St. Francis for several days, leaves this afternoon for San Francisco, where she will remain for several weeks, but will return to this city.

Mr. and Mrs. Emory Winslow, who have been passing the summer in the southern cities, are in New York, where they will remain during this month. They are accompanied by Mrs. Patricia Cosgrave. Among other visitors in the eastern city who will remain for a few weeks longer before turning homeward are Mrs. Maurice Casey and her attractive daughter, Miss Margaret Casey. Harold Casey is attending school in the east and will remain for an indefinite time.

Mr. and Mrs. Sydney Joseph have been enjoying a visit of several days at Del Monte, but will return to their attractive home at San Mateo. Since their return from an extended European trip Mr. and Mrs. Joseph have been out of town most of the time, but will be in the city more frequently during the later season.

James D. Phelan entertained a party of friends upon a recent trip to Del Monte by motor. Among other visitors over the weekend were Mrs. Knox Maddox and Frank B. King.

Mr. and Mrs. Francis McComas have returned after a brief visit at Del Monte.

Miss Nellie Grant, who has been a visitor in San Diego this month, is receiving an enthusiastic welcome from her friends in the eastern city, and among the recent affairs of note in compliment to this popular girl, was the luncheon given by Mrs. Lena Safford. The party affair was a most interesting one, the luncheon being exquisitely embroidered in a design of California poppies, carried out in the natural shades of the gold and orange blossoms, while the center-piece was of graceful maidenhead fern. The corsage bouquets were of the fern, tied with yellow tulle. Covers were laid for 12 and the later afternoon was passed at the Novelty theater, at which Miss Grant shared the honors with Mrs. Paul Bancroft. Mrs. Hugo Klauber, when the color like began to fade, was willing to assist for the table ornamentation. Place cards were small Japanese fans. Covers were laid for a dozen or more guests.

The repetition of the society vaudeville that had its initial success at the Menlo Park golf and country club will take place Tuesday evening, September 23, at the Novelty theater, and the enthusiasm grows apace. There were many people who could not attend the first performance who are anxious to view the repetition and many others who are willing to assist in the good cause, since the benefits are to be given to the reading room and library for the blind. The clever numbers that were greeted with such applause at the first presentation will be given for the second time in the cause of charity and the scores of talented participants are confident of a second success. The affair will be under the direction of Mrs. Frederick McNear and MacDonald Spencer as before, and there is every indication of a successful and delightful evening.

Advertising Circulation

WITH CIRCULATION

THE CALL GAINS OVER AUGUST IN LOCAL DISPLAY MORE THAN THAT OF THE EXAMINER OR CHRONICLE

First Three Weeks of September Against First Three Weeks of August