MOTION PICTURES OF FIGHT TO BE BARRED CITY

Mayor Declares Exhibition to Be Just as Unlawful as Battle Itself

Movement Against Films Assumes National Proportions, but Trust Smiles

White of the firm of Miller & White is the local lawyer for the motion picture trust.

Attorney Noncommittal

He considered the question lightly last evening. "I can't say what the company will do with the pictures," said White. "You see, they will not be ready for exhibition out here for about a month, and by that time the people will be too much interested in the election fight to bother about stopping fight pictures. Anyway, one city is a small consideration. There is no state law to stop motion picture exhibitions, and we can show everywhere except in San Francisco."

J. J. Lodge of New York, representative of the "independent" picture company, who is at present at the St. Francis, spoke more freely and optimistically of the situation.

"We will not bother much about the agitation to stop the fight pictures," he said. "On the whole, Mayor McCarthy is just trying to grab a crumb off the Gillett table. We won't lose any money by it.

"If it is widely advertised that the pictures are immoral there will be all the greater demand to see them. More attention will be drawn to them, and they will draw better houses than if they were merely presented as the routine program of motion picture houses.

"With the ban put on a public exhibition of the pictures, we can give private exhibitions to clubs and societies which can not be stopped. Clubs could be organized especially to give exhibitions of the pictures.

"Then, as there is no state law to prevent the exhibition of the fight pictures, there is nothing to prevent us from going across the county line and giving an exhibition in a tent.

PICTURES BEST EVER

"The pictures are ideal, probably the best ever taken. If the fight had been staged for the sole purpose of the pictures and had it been rehearsed before the machines, the result could not have been better. Taken as they were, with Jeffries knocked down three times in rapid succession, they are of greater commercial value than they would have been if Jeffries had knocked out Johnson.

"The company which controls the pictures will lease the rights in different states. In New York it is believed that the rights will bring $100,000. It has been estimated that the California rights will be worth $20,000, and so on through the union and in foreign countries.

"The moving picture trust was rather forced into coming into this combination. The Edison people, who control the trust, have been trying to get away from fight pictures. They have now pending in congress a bill to stop the exhibition of fight pictures in the United States, because they figure that the taking of fight pictures costs more money than ordinary pictures do, and while fight pictures are on exhibition in a town they draw from the regular shows of pictures. But now that the trust has been brought into this company, promoting the Johnson-Jeffries fight pictures, its opposition to the fight picture enterprise will probably cease, at least for a while."

Harry G. McKannay, attorney for the J. J. company, said last evening that he had acted for the company merely to draw up its papers and was not in a position to speak of the attitude the company might take in San Francisco. "But I don't think that the company will try to go contrary to public policy," said McKannay.

Censors Must Act

The task of stopping the fight pictures will devolve on the moving picture censorship commission. The members of the commission are: Chairman, J. C. Astredo, playground commissioner and personal representative of the mayor; Norman Hall for the moving picture exhibitors; Mrs. F. Malloye for the board of education; P. P. Riordan for the police department and Miss Edith Hecht for the society for the prevention of cruelty to children. Norman Hall and Mrs. Malloye both stated last evening that the formal action stopping the pictures would undoubtedly be taken at the meeting next Monday. The action of the commission would be incorporated in a communication addressed to the chief of police requesting him to take the necessary action to prevent the exhibition of the pictures.

In discussing the proposed action Hall said: "At a meeting of the commission held prior to the fight at Reno we discussed the proposed exhibition in this city of the motion pictures of the contest, and at that time we decided it was too early for us to act; that we should wait until after the contest, so we could know definitely and positively whether it was a prize fight or a boxing contest. Now that the fight has been held, there is no question of what it was. We have considered Governor Gillett's action in preventing the fight in San Francisco and in California and we have had communications from many prominent citizens opposing the exhibition of the fight pictures in this city.

Police Have Power

"Under ordinances 761 and 826, new series of the board of supervisors of San Francisco, the police are empowered to stop any portrayal of a crime by means of pictures. Governor Gillett and the authorities have held that a prize fight is a crime in California and under that ruling we are in a position to stop the exhibition of the fight pictures. It is contrary to public morals to have the pictures exhibited and there is the further danger that if the pictures were shown they might incite race feeling or lead to a race riot. The mayor and the governor seem in harmony on the question of the fight and the fight pictures.

"While I do not like to predict what action may be taken by the board when we meet on next Monday I think I can say that I believe the commission will send a request to the chief of police that the pictures be prohibited in San Francisco."

In answer to Norman Hall's argument that the pictures might be stopped, as they would be the portrayal of a crime, Attorney William K. White for the moving picture trust replied that they would not be the portrayal of a crime, as the fight was fought in Nevada, where it was not a crime. However, White did not think that the company would make an effort to force the pictures into the city—at least not for the present.

Mrs. Malloye said: "The recommendation of the mayor to prohibit the Jeffries-Johnson fight pictures will very likely be upheld. The pictures may well be considered objectionable. It seems to me that it would be most inconsistent for the city to have barred the fight and then to allow the pictures of the contest to be exhibited. While our practice heretofore has been to see and pass on all pictures before they are exhibited in public, in this case that procedure may not be necessary, as we are already acquainted with the nature of the exhibition, and there can be no question on that score. While I am not in a position to speak for the commission, I can say that I am sure that the pictures will be prohibited."

Plans Made to Exhibit

The motion picture people, according to Norman Hall, had already made plans for exhibiting the films of the Reno fight in this city. Hall said that the Novelty theater had been secured and the pictures would first have been shown there before they were released to the regular houses. The Novelty prices would have been $1 and 50 cents a seat. The pictures would have been on special exhibition for several weeks before the release to the regular moving picture showhouses.

It was predicted that the moving picture people would make $1,000,000 on the Jeffries-Johnson fight pictures. So large was the enterprise considered that the "trust" and the "independents" joined forces on the proposition rather than bid themselves to death in their negotiations with the promoters and principals of the fight. The combination gave $100,000 for the motion picture rightss. This sum was cut up three ways. Johnson and Jeffries each got one-third of the amount, and Tex Rickard and Jack Gleason had a one-sixth interest each, making the other third. Gleason held to his sixth, but the others sold their interest, Jeffries parting with his last one-sixth for $16,666.66 just as he entered the ring on the eventful fourth of July.

The interests in the pictures is said now to be divided as follows: The trusts one-half, Tom O'Day one-third and Jack Gleason one-sixth. Of the total sum the independents hold one-third. The trusts are combined under the name of the Moving pictures patent company of New York. It controls the Edison patents. Ten large film companies are in the trust, among them being the American vitagraph company of New York, the Selig manufacturing company of Chicago, the S. and A. company, the Biograph company, Pathe Freres, the Edison company, Gaumont, Lubins and two other concerns.

SAN FRANCISCO WILL NOT SEE THE JOHNSON-JEFFRIES FIGHT PICTURES

By MAYOR P. H. McCARTHY

MAYOR P. H. McCARTHY

AFTER due reflection, I shall not permit photographic pictures of the Johnson-Jeffries fight to be exhibited in San Francisco. I have this day forwarded a letter to the board of censorship of this city, and it is for that body to take the initial step. I have no doubt but that the members of this board, all of them being intensely interested in the welfare of our youth, will proceed to bar the moving pictures of the Reno fight from this city without further suggestion from me.

My reason for taking this step is that if the Johnson-Jeffries affair at Reno was such as to exceed the legitimate scientific boxing contest now countenanced by law in this state, and was, therefore, featured by brutality and amounted to a violation of the anti-prize fight law, photographic reproductions of the same should not be exhibited in this or any other community.

Had the contest occurred here, only adults would have been admitted to the arena, youths and minors being effectually barred. If the moving pictures, however, of this very fight, which was banished from this state because of its objectionable features, were permitted to be shown here, any and every little boy and girl who had a nickel could gain access to and witness the same, and the spirit and intent of the state law would be plainly and definitely defeated.

I have ever been an earnest advocate of legitimate boxing contests, even as I have of swimming, rowing, light harness driving and every other clean sport. I am not in favor, however, of brutal and demoralizing slugging matches, and shall not permit lifelike pictures of any unlawful affair to be exhibited in this city while I am mayor.

LOUISIANA WANTS NO MORE NEW YORK BABIES

A question of heredity which has so far puzzled some of the deepest students of the problem is involved in the recent announcement from Baton Rouge, La., that the state board of health is determined to put a stop to the importation of New York babies for distribution in that state because of the danger to the community from accepting infants of whose ancestry nothing is known, says the New York Tribune. The health officers of the state are not among those who believe that almost any tendency in a child may be eradicated by proper training, and the superintendent of the state insane asylum says:

"DEEDS OF DEGENERACY"

"The deposit of these helpless little creatures, coming possibly from tainted progenitors, in our midst is simply planting the seed of greater degeneration, more defectives, idiots, imbeciles, and alcoholics, and tends to demoralization and heart aches in homes where the babies are located."

If the danger is as great as the Louisiana authorities appear to believe, the state is entirely justified in the stand it has taken, just as surely as this country is justified in keeping from its shores those who are not both reasonably bright and reasonably healthy; but it is to be hoped that the situation is not so grave as the superintendent of the insane asylum supposes. It seems possible that southern conservatism, aptly characterized in the remark of a Georgia clergyman that the children of the newcomer there might hope to be accepted in the best set if they proved themselves deserving of the honor, has stood so straight that it leans backward.

MANY PROVE CREDIT

Many of New York's uncared for children, transplanted to other states under favorable conditions, have not only been a credit to their foster parents, but have served their fellowmen with more than ordinary success. We believe that the records of the societies responsible for the placing of these children contain ample evidence to prove at least that whatever danger exists is greatly exaggerated, and that to deprive childless homes of the children which have in so many instances been warmly welcomed by prospective foster parents is not only entirely unnecessary but contrary to the best interests of both the childless adults and the parentless infants. The need of the work thus being done is so great that Louisiana's verdict should not be accepted without better evidence to back it up.

Daylight Yosemite Chautauqua Excursion.

Under the auspices of the California (N) State S. S. Association and the Y. M. C. A. Special train under the supervision of Mr. H. J. McCoy, general secretary, leaves San Francisco July 7, 1910, 7 a. m., arriving at Yosemite 7:30 p. m. same day. Round trip fare $18.05. For further particulars call or write. A. S. Mann, district passenger agent, Flood building.

CLUBS DENIED USE OF SCHOOL ROOMS

Board of Education Refuses to Permit Noneducational Meetings

Citizens of Districts Must Look Elsewhere for Concert and Dance Halls

The board of education placed itself on record most positively yesterday on the matter of allowing the improvement clubs or residents of a school district the use of school building auditoriums.

"I am willing to allow the use of school buildings for educational purposes, such as lectures and concerts, but I say 'no' when it comes to using the schools for social entertainments and dances."

This remark by President Bannerman was brought forth on the reading of a communication from the Sunnyside improvement club for permission to use the Sunnyside school at Hearst avenue and Foerster street for an entertainment and ball, the proceeds to be used in the purchase of bonds for constructing a drainage sewer system in that district.

"We have no hall," urged J. J. Bishop, president of the club, "in which to hold an entertainment and a little social. We hope by charging 25 or 50 cents admission to raise a pretty good sum."

"I am opposed to allowing any schoolhouse to be used for any purpose if an admission fee is charged," was the manner in which Director Mrs. Kincaid expressed herself.

"How would it be," asked Committeeman Zurdar of the same club, "if it were for the benefit of educational institutions? Would you not make an exception? The establishment of perfect sewerage is for the benefit of the school."

BOARD IS OBDURATE

The board, through the president, stood by the declaration he had made, but courteously informed the committee that it would take the matter under consideration.

It was announced by Director Payot that 12 schoolhouses had been visited by Director Whelan and himself and that it had been decided to recommend to the board of supervisors that additional land be purcased so as to enlarge the school yards. This, it is estimated, will cost about $235,250.

The board was asked for permission to divide a $12,000 insurance policy in two foreign companies which were named.

"No, sir," said Director Payot; "not in any company that welched after the big fire. You say you want to change to some foreign companies. Why don't you patronize home companies? those companies that are composed of San Francisco men who acted honorably and met each loss dollar for dollar."

After being assured that this would be done if possible the director asked if a man named Avery was not at the head of one of the companies in which it was first desired to place part of the risk, and being answered in the affirmative he said: "He's one of the welchers."

Being asked to furnish instances of welching, Director Payot said, "It's no use. Avery has my opinion of him. I don't want anything to go to him."

LABORITES TO BE HEARD

The board will listen to a delegation from the San Francisco labor council next Monday afternoon in relation to having one hour devoted on Friday afternoon, September 2, for the purpose of instructing the pupils on the subject of Labor day and its significance. At the same meeting it will hear the petition of the Excelsior homestead progressive club for permission to use the auditorium of the Monroe school for a public meeting during the latter part of the month.

Eva T. Bush made application for a position in a high school and in a letter in which she alluded to her qualifications and experience asserts that for years she has "handled the English language."

Annie E. Sutherland asked for a leave of absence until the fall term in 1912 in order to regain her health. This was denied as the board has not the power to grant a leave of absence for two years.

GUARD AGAINST VANDALISM

The truant officers, three in number, through Officer Duggan, reported that in the last month they made 1,230 visits to schoolhouses to protect them from vandalism in the vacation season and that during the time Officers Duggan and O'Dowd were on vacation.

"There must have been some pretty tall sprinting in 10 days since the schools closed," remarked the president.

C. A. Berluier, financial secretary of the board, was named to represent the board in the membership of the national association of school accounting officers.

On account of illness, Adrienne Spadoni was granted a leave of absence from the beginning of the fall term this year to the beginning of the spring term of next year, with the privilege of returning to the foreign department of the school, in which she has been teaching.

The mayor was authorized to sell by public auction the Madison school shack building in Clay street between Walnut and Laurel.

Julia C. Coffey was elected a principal in the department and assigned to the Potrero school.

PRIMARIES RIGHT, SAYS ROOSEVELT

Continued From Page 1

tion under duly constituted party leadership, but there is a desire to make this responsibility real and to give the members of the party the right to say whom they desire to execute this leadership. In New York state no small part of the strength of the movement has come from the popular conviction that many of the men most prominent in party leadership tend at times to forget that in a demoracy the function of a political leader must normally be to lead, not to drive.

"We, the men who compose the great bulk of the community, wish to govern ourselves. We welcome leadership, but we wish our leaders to understand that they derive their strength from us and that although we look to them for guidance, we expect this guidance to be in accordance with our interests and our ideals.

"I believe that the people of New York state will in the end insist on taking a more direct part in the nomination of candidates, because I believe they will grow more and more to insist on just the kind of guidance and leadership that I have mentioned."

Cardinal Gibbons Says Show Might Cause Riot

BALTIMORE, July 7.—Cardinal Gibbons today declared his opposition to the exhibition of the Johnson-Jeffries fight pictures in Baltimore or elsewhere, saying:

"It would be wrong to show these horrible pictures, first, because the children have to be protected, and it is the children who would be most seriously affected if such exhibition were allowed. The proper authorities should see to it that the young men and young women are given the protection that is their due.

"The showing of the pictures would have a bad effect upon the men and women of the community also, and would, I think, tend to induce attacks upon the blacks.

"The resentment and ill feeling induced by the result of the fight have passed and should not be revived. A pictorial reproduction in Baltimore of the fight might cause rioting that could not but injure the good name of the city.

"The black people could not profit by seeing the pictures, and I am sure the whites would not."

REPUBLICS RESENT AMERICAN POLICY

WASHINGTON, July 6.—That at least three, and perhaps more, of the Central and South American republics will make a concerted protest of some kind at the coming international conference of American states at Buenos Aires against the Central American policy of the United States is the possibility discussed in diplomatic circles here.

Rumors to this effect have been persistent, and some responsible Latin-American representatives admitted their approximate truth, though none would permit himself to be quoted.

The rumors have led to lively exchange of information among the Central and South American diplomats. Officials of the state department are watching the situation closely.

PROTEST OVER NICARAGUA

Some of the more radical of the Spanish-Americans are said to favor a Latin-American alliance against the United States. It is generally conceded, however, that formal action of this nature is unlikely.

The most that can be regarded as probable is that the republics interested will give the United States to understand, diplomatically, that the principles represented in the attitude of this government on the east coast of Nicaragua will not be accepted willingly as a part of the international law of the Americas. It is hardly likely that this protest, if made, will become a part of the official proceedings of the conference.

Notwithstanding a recent statement by the Venezuelan government on the subject, it is still reported here that the Venezuelan delegates will be the leaders in protesting against the attitude of the United States, and that at least two other governments will share the responsibility of the movement.

MADRIZ RESENTS INTERFERENCE

Doubt exists in Washington as to just what steps of the American government have been distasteful to the sister republics. The only concrete point mentioned in this connection was first phrased by Madriz, president of the government at Managua, when he protested against the action of American marines in preventing an attack by the Madriz forces on the city of Bluefields. This was done on the ground that the American interests are extensive there and followed the precedent of the British government in prohibiting fighting in Greytown. Later the Venus was prohibited by the American officials from firing on Bluefields.

"According to international law," said Madriz in a note to the American consul at Managua, "no neutral government may impede or disturb in time of war legitimate military operations of belligerents. Foreigners, equally with citizens, are subject to the contingencies of these operations."

DIPLOMATIC DELICACY NEEDED

Madriz not only meant this to be communicated to the American government, but protested to every Central and South American government against the attitude of the United States.

On the diplomacy of the American delegates to the conference may depend largely the outcome of the matter. In this delegation are such experienced diplomats as Henry White, ambassador to Italy and later to France; Dr. John Bassett Moore, a recognized authority on international law; Enoch Herbert Crowder of Missouri; Lewis Nixon of New York; Bernard Moses of California, Lamar Charles Quintero of Louisiana, Paul Samuel Reinsche of Wisconsin and David Kinley of Illinois.

It was well understood that the American diplomats will not attempt to influence greatly the disposition of general matters coming before the conference, thus lessening the possibility of increasing the agitation. They probably will assume the attitude that the conference is "not their show" and will bear in mind that they are only one twenty-first part of the assembly.

MAC'S LUCK

The Young Woman Reporter's Story.

The following food tale written by a clever young newspaper woman is a true story that came under her personal observation:

"I have been with the ——— (a paper in a Calif. town) for nine years, and Mac has been with us all that time and I do not know how much longer.

"Last winter and the winter before Mac, probably from constant night work and improper food, got badly run down, could not eat much, what little he did eat did not do him much good and he always complained he could not keep warm.

"I missed him for a while until yesterday I overtook him on the street going toward the office, and hardly knew the man; had it not been for the familiar walk I should surely have passed without recognizing him. He was stout, his face was round and ruddy and his eyes bright as I had never seen them before.

"I said, 'Mac, I hardly knew you, what on earth have you been doing to get so fat?' He replied, 'Grape-Nuts, nothing else. I started in on Grape-Nuts food three months ago, when I weighed 126 and was feeling miserable, but now I weigh 160 and feel better than I ever felt in my life. I quit my old diet and went on Grape-Nuts, and that's the whole story.'"

Exercise is necessary, but there's no nourishment in it, and proper food alone can supply that. Grape-Nuts for 10 days is a pleasant trial and proves big things.

"There's a reason."

Look in pkgs. for the famous little book, "The Road to Wellville."

Ever read the above letter? A new one appears from time to time. They are genuine, true, and full of human interest.

WHOLE STATE TO VOTE FOR QUEEN

"California" and 14 Maids of Honor to Be Chosen for Admission Day

Committees in Charge Outline General Plan of Decorating Market Street

The contest for queen and 14 maids of honor of the Admission day, 1910, festival, to take place in this city on September 8, 9 and 10, will begin Saturday at noon, when voting will commence all over the state.

Ballot boxes will be distributed in the principal San Francisco hotels and mercantile houses and they will remain there until midnight of Saturday, August 20, when it will be officially decided who will be "Queen California."

The native born daughter of California, not necessarily a member of the Native Daughters of the Golden West, who receives the highest number of votes, and the 14 candidates nearest her, in addition to the honor and social pleasures during the three days' festival, will be given a 10 days' outing in the Yosemite valley.

Votes from the interior of the state must be mailed to the secretary of the Admission day, 1910, festival, 1050 Phelan building, where full information concerning the contest may be obtained. The list of candidates already received indicates a lively interest.

The various committees in charge of the third decennial celebration of Admission day in San Francisco are confident that when their labors are concluded they will have something to offer in the way of entertainment of which the community will be proud.

The committee on decoration is busy on Market street, between the Flood building and the Emporium, where experiments are being made for the general street decorations for the festival. Garlands of greens and American and Bear flags were swung yesterday and a general scheme of illumination will be tried out in a few evenings.

INSURANCE COMBINED WITH SAVINGS BANKS

The two savings bank departments with insurance features for workingmen, established in Brockton and Whitman, Mass., in accordance with the law passed in that state a year ago, have paid a dividend of 8 1-3 per cent on the first year's premiums of investments.

LAWYER AND WIFE JAILED FOR FELONY

Fred H. Thompson of Los Angeles Charged With Receiving Stolen Money

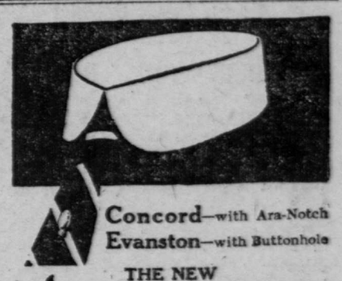
Both Are Released on Furnishing Bail in the Sum of $500

[Special Dispatch to The Call]

RENO, Nev., July 6.—Fred H. Thompson, the Los Angeles lawyer who was taken into custody here last week on telegraphic instructions from Los Angeles, and who has been enjoying his liberty under the surveillance of Deputy Constable Sweeney, was rearrested today on the arrival of S. L. Browne, a deputy from the southern city. Mrs. Etta H. Thompson, his wife, was also arrested, but both were released on $500 bail.

They were charged in the second warrants with being fugitives from justice and also with receiving feloniously $10,000 stolen money. The bonds were made out before Justice of the Peace Davis and Thompson and his wife entered the automobile in which they came from Los Angeles and went to their hotel.

Thompson said that he would waive extradition, but owing to the crowded condition of the trains he refused to leave until the morning.



Concord—with Ara-Notch
Evanston—with Buttonhole
THE NEW
ARROW COLLARS
FOR SUMMER. High enough for looks—low enough for comfort and plenty of room for the tie to slide in.
15c. each, 2 for 25c.
Cluett, Peabody & Company Arrow Cuffs, 25c.

They Speak for Themselves

San Francisco, Nov. 21, 1903.
Dr. Wong Him, 1268 O'Farrell Street, San Francisco—Dear Doctor: After suffering for a number of years from Bright's disease and stomach Trouble, I came to you for an examination and treatment. Your diagnosis of my case by simply feeling the pulse gave me confidence and after taking your herb treatment for a few months I am entirely well and free from pain. Faithfully yours, HECTOR BEAULA.
1022 Kearny Street, San Francisco.

San Francisco, February 2, 1910.
Dr. Wong Him—Dear Sir: For three or four years I suffered with nervous gastritis of the stomach, kidney and liver trouble. I could not eat potatoes, bread or any starchy foods for months and was at death's door. As a last resource I applied to you. I did not care to take Chinese herbs, but was compelled to, as I could not receive any relief from any other source. After a few months I was entirely cured and can eat all kinds of food, even starchy foods, for which I tender you my sincere thanks.
MRS. ELIZABETH KLUBER.
2273 Post Street, S. F., Cal.

DR. WONG HIM
1268 O'FARRELL STREET
Between Gough and Octavia
SAN FRANCISCO
OFFICE HOURS:
10 a.m. to 1 p.m., 2 to 4 and 7 to 8 p.m.

THE KEYSTONE TO HEALTH IS HOSTETTER'S STOMACH BITTERS

The best medicine to safeguard your health is the Bitters. Its merit has been thoroughly proven during the past 57 years. Try a bottle for Poor Appetite, Gas on Stomach, Cramps and Diarrhoea.

Advertising Talks

Some years ago, in one of the largest cities in the south, a merchant started a department store.

From the beginning, he refused to advertise—in the newspapers.

He *did* advertise in various ways—by word of mouth, store and window placards, etc., etc.—that he would *not* advertise. He said the public footed the newspaper advertising bills of other merchants, that he would save *his* customers this expense, that he would give them more and better goods for their money—and all the rest of that old, old story.

Southerners are a kindly and easy-going folk—also intelligent—so they kept right on reading the advertising news of the "other merchants"—and buying their goods.

The "other merchants" kept right on advertising—and doing business.

The only ripple the non-advertised store ever made on the business surface of that southern city was when the receivers *advertised* the "stock, store and fixtures" for sale.

It is the irony of fate that the store was packed every day by customers who came in response to the receivers' *newspaper advertising* and that the stock was closed out in *record time* through *newspaper advertising*.

I do not say that non-advertising was the *sole* cause of failure. The merchant didn't realize it, perhaps—but he was *trying to fool the people* by claiming to give them more and better goods than his advertising competitors, because he did *not* advertise. No man can make a success in business by trying to fool the people *through* advertising, or through the lack of it.

Intelligent merchandising and intelligent advertising go hand in hand, and the merchants who realize this are reaping the benefits.

Mr. Merchant, you who are not advertising, had you not better begin?

The advertising columns of The Call will carry your store news to 150,000 people every day—you can win their confidence and custom through steady, persistent advertising of honest merchandising.

DIRECTORY
LEADING HOTELS

PALACE HOTEL
MUSIC IN COURT
A musical program of unusual excellence and beauty is rendered daily by the orchestra during luncheon, afternoon and evening.
PALACE HOTEL COMPANY
Largest hotel company in the world. Also operating the palatial
FAIRMONT HOTEL

HOTEL TURPIN
Newest and Most Popular Commercial Hotel.
17-19 Powell St. at Market
Six stories of solid comfort; 10 first class eating houses within 1 block. Rates, $1, $1.50 to $4 per day; 225 rooms; not a dark room in the house.
F. L. and A. W. TURPIN, Props. and Mgrs.
Former Owners Royal and Hamilton Hotels.

HOTEL COLONIAL
Stockton Street Above Sutter
San Francisco
American Plan, $3.00 Day
European Plan, 1.50 Day
A hotel with every modern convenience. Every room connecting with bath.

HOTEL BELMONT
Sunny, modern rooms, thoroughly clean, day and up, $2.50 per wk. up; private bath, $3 per wk. up. 730 Eddy. Franklin 4200. Take Eddy car from ferry.

HOTEL STEWART
Geary Street Above Union Square
European Plan, $1.50 a day and up
American Plan, $3.00 a day and up

CALL WANT ADS BRING RESULTS

WHERE TO DINE

FOUNTAIN BEER AND LUNCH HALL
Gore, Corner Market, Kearny and Geary Streets—Downstairs
We give more for the money than any line of business in S. F., and have done it for 14 years.
Judge for Yourself.
Your choice of one of the following dishes, with a glass of wine, steam or lager beer, buttermilk or a cigar, for 5c.
Portion of crab served with two 5c purchases.
Chili con Carne | Crabs
Mexican Beans | Clam Juice
Clam Chowder | Beef Stew
Corned Beef Hash | Roast Beef
Steamed Clams | Mutton Stew
9 a. m. to 2 p. m. Parcels checked free for patrons.
MUSIC—GENTLEMEN ONLY.

ODEON CAFE
San Francisco's Leading Restaurant.
MARKET AND EDDY STREETS.
Luncheon, Dinner, After Theater Music by GERMAN HUSSAR ORCHESTRA.
MODERATE PRICES.
Phone Sutter 380.

Want to Loan Money?
USE CALL WANT ADS