

The San Francisco Call

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Address All Communications to THE SAN FRANCISCO CALL

Telephone "HEARNY 86"—Ask for The Call. The Operator Will Connect You With the Department You Wish

BUSINESS OFFICE and EDITORIAL ROOMS, Market and Third Streets Open Until 11 o'clock Every Night in the Year

MAIN CITY BRANCH, 1657 Fillmore Street Near Post

OAKLAND OFFICE—552 Broadway, Telephone Home—A 2375

ALAMEDA OFFICE—1435 Park Street, Telephone Alameda 559

BERKELEY OFFICE—SW. Cor. Center and Oxford, Telephone Home—F 2077

CHICAGO OFFICE—1624 Marquette Bldg., C. Geo. Kroegness, Advertising Agt.

NEW YORK OFFICE—805 Brunswick Bldg., J. C. Wilberding, Advertising Agt.

WASHINGTON NEWS BUREAU—Post Bldg., Ira E. Bennett, Correspondent

NEW YORK NEWS BUREAU—616 Tribune Bldg., C. C. Carlton, Correspondent

Foreign Offices Where The Call is on File

LONDON, Eng., 2 Regent Street, S. W.

PARIS, France, 52 Rue Cambon

BERLIN, Germany, Unter den Linden 3

SUBSCRIPTION RATES—BY CARRIER DELIVERY

Daily and Sunday, 25 Cents Per Week, 75 Cents Per Month, \$9.00 Per Year

SUBSCRIPTION RATES—BY MAIL—IN UNITED STATES

DAILY CALL (Including Sunday), 1 Year, \$5.00

DAILY CALL (Including Sunday), 6 Months, \$3.00

DAILY CALL (Including Sunday), 3 Months, \$1.75

WEEKLY CALL (Including Sunday), 1 Year, \$2.50

WEEKLY CALL (Including Sunday), 6 Months, \$1.50

SUBSCRIPTION RATES—BY MAIL—FOR CANADA

DAILY CALL (Including Sunday), 1 Year, \$10.00

DAILY CALL (Including Sunday), 6 Months, \$6.00

DAILY CALL (Including Sunday), 3 Months, \$3.50

WEEKLY CALL (Including Sunday), 1 Year, \$4.50

FOREIGN: Daily, \$5.00 Per Year Extra

POSTAGE: Sunday, \$4.15 Per Year Extra

Weekly, \$1.00 Per Year Extra

Entered at the United States Postoffice as Second Class Matter

ALL POSTMASTERS ARE AUTHORIZED TO RECEIVE SUBSCRIPTIONS

Sample Copies Will Be Forwarded When Requested

Mail subscribers in ordering change of address should be particular to give

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

compliance with their request.

Counties Should Begin Now to Prepare Their Fair Exhibits

FOR their own good, for the sake of all the state and for the greater glory of the coming exposition, the counties of California should take immediate action toward raising the money for their exhibits and representation at the big fair.

A special act of the legislature passed at the late session empowers boards of supervisors to levy a tax "for the purpose of creating a fund to be used for collecting, preparing and maintaining an exhibition of the products and industries of the county at any domestic or foreign exposition for the purpose of encouraging immigration and increasing trade in the products of California."

Thus the legislature has authorized the levy of a tax for advertising purposes, to be applied in exploiting the products and resources of the several counties through the medium of an international exposition. The wisdom of this advertising policy will not be disputed, and we confidently expect to see every county in California represented by a competent showing.

Other counties will no doubt follow suit in proportion to their means. The thing will pay. It always pays to advertise, but when you have something special to exploit it pays best of all, because the stuff from its novelty carries a certain news value.

For example, an exhibit of olives under the press yielding oil would be of the highest interest to visitors. These special features make talk, and anything that does this is good advertising.

The Call does not urge these county appropriations on the ground of local pride, although that is not without weight. The matter is presented as a business proposition based on the well established fact that advertising pays. If any man inclines to doubt on this score he may be referred to the enormous appropriations regularly made by business houses and manufacturers in this field.

SIR WILFRID LAURIER, prime minister of Canada, making a public address in London, agreed fully with Mr. Taft's recent declaration that the current talk on both sides of the line about annexation was "bosh."

It comes from the standpatters on this side of the line and from the Tories on the other side. Its purpose is, as far as possible, to create bad feeling between two friendly neighbors, with a view to preventing better trade relations and maintaining obstacles in the way of commerce that now exist to fatten greedy special interests.

Sir Wilfrid expressed the sense of two great nations when he said that Canada and the United States would continue to show the world two countries with the longest boundary, extending from ocean to ocean, living in peace and mutual respect without a fortress, a soldier or a gun on either side of that boundary.

THE sale of the Northern California power company at a highly satisfactory price calls attention to the ever increasing importance of the water power industry in this state. Not many years ago the stock of this company was selling around 15 and its future appeared quite uncertain.

Value of Mountain Water Powers

Preserving a "Shine"



and its measure of what has been accomplished are indicated by the reputed price of \$80 a share for the stock taken as a whole. It needs no argument to show that this purchase indicates important future developments in the use and application of the power plant, although the exact final purpose has not yet been disclosed.

Tuesday's Picture Blurred! Will Be Reprinted Tomorrow

Lots of Booklovers contestants have ripped and roared and pawed up the turf—as Uncle Walt, the poet-philosopher, says—about the contest picture printed Tuesday. It wasn't a very clear print, to tell the truth, and to make sure that contestants will have a very clear picture, Tuesday's picture, with its coupon, will be reprinted tomorrow, in the same column with the regular picture for tomorrow. Look for them.

Booklovers' Contest catalogues are as popular as ever. These catalogues contain the titles of approximately 5,000 books, with their authors, and from them are selected the titles represented by the 77 pictures that appear in this contest. Thus the 77 correct titles will be found in this catalogue.

Everyman's library editions of the world's best books can be seen in every book store or had from the publishers, E. P. Dutton & Co., New York city. The seventh, eighth and ninth prizes are 300, 350 and 300 volumes, respectively, of these famous books.

Queries answered by the contest editor. Again the query comes up, "Is each certificate from my certificate book good for five pictures of the same date, or good for five pictures of various dates?"

Each certificate is good for five pictures, with their coupons, of any date or dates desired. Each certificate is good for five pictures all of one date, if you order them, or five pictures of five different dates. Contestants may have as many as five answers to each picture. Each answer must be upon a separate picture and coupon.

Uncle Walt THE POET PHILOSOPHER

The old man sits in his figtree's shade, and fills himself with pink lemonade, and he smokes his pipe as he glances o'er the thrilling facts of the baseball score. He has no grief and he has no care, and he just leans back in his rocking chair, and views the world with a cheerful smile, for his larder's full, and he has his pile. The plan he followed you will indorse! He used to work like a bald faced horse; he swung the ax and he plied the spade, and he knuckled down at the blacksmith's trade; wherever he worked, in the field or town, a part of his roubles he salted down. He saw the folly of spendthrift men, and took to the bank a large brass yen; they burned their money as though with fire; he took to the bank a big tin lire. And now he sits in his figtree's shade and eats ice cream with a wooden spade, and people smile as they look at him; he's fat and sassy and full of vim. And where are the fellows who drew their wage and blew it in, in that bygone age? Do they lean back in their rocking chairs, serene and happy and free from cares? Have they their figtrees and stuff to eat? Oh, ask the copper who walks the beat.

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The Morning Chit-Chat

If we could isolate excessively nervous people as we do scarlet fever or diphtheria or smallpox patients, we should have a happier and more efficient world.

That is a conclusion to which growing realization of the contagion of nerves has driven me.

There is a widow in our town who earns her living by "accommodating." This woman has the most nervous energy of any person I ever knew. She simply flies from one task to another and is never happy unless she is rushing. Unkind rumor has it that her temperament had something to do with the untimely death of her late lamented, but I don't know about that.

Here's another: A lively stable keeper, just yesterday, was bewailing the fact to me that his best-saddle horse had been hurt in a runaway. "Had that horse for ten years and let him to all kinds of people—men, women and children—and he never ran away before. And do you know what the trouble was, Miss Cameron? It wasn't that the duffer didn't know how to ride. He's taken dozens of lessons. It was just because he was so darned nervous that he worked that horse all up."

Molly, the little stenographer lady, also had an unconscious contribution to make to this subject. She came home the other night completely tired out. "Tired?" said she in answer to our sympathetic queries. "Not anything so mild as that. Just half dead. You see, Mr. A. dictated to me two hours steady this afternoon. No, that's not a terribly long time, but didn't I ever tell you about him? Why, he is the bete noir of the office. We'd rather take any other man's dictation all the morning than his for an hour. No, he doesn't dictate so terribly fast. It's just that he's so horribly nervous and keyed up, and in a hurry inside, that he makes everybody he talks to feel nervous and on a tension. Some of the girls have hysterics when he gets through dictating to them. Of course, I don't do that, but I always make four times as many mistakes with him as I do with any one else, and I'm limp as a rag when he gets through."

But the best example of the contagion of nerves, it seems to me, is in regard to the telephone. When the telephone rings very quickly I am pretty sure one of two things is true. Either some chronically nervous, impatient person is calling, or some one made nervous and impatient by delay or difficulty in getting me. If, on answering the telephone, I find the first isn't the case, I always ask about the second and, in nine cases out of ten, find my supposition correct.

Try this some day. You'll find it an interesting experiment and I'm sure you'll be convinced, if you aren't already, of the deadly contagion of nerves.

Ruth Cameron

ANSWERS TO QUERIES

- UNWRITTEN LAW—M. L. S. Santa Cruz, after the full moon, which happens after or next after March 21; and if the full moon happens on Sunday, Easter is the Sunday after.
PAIRKS—S. B. C. Oakland. How does Golden Gate park compare in area with Fairmont park in Philadelphia, Pa.? Golden Gate, 1,013.5 acres; Fairmont, 2,812.3.
EASTER—G. S. Oakland. By what method is Easter Sunday figured? Easter is always the first Sunday after the full moon.

PERSONS IN THE NEWS

- A. K. BROWN, a representative of the department of commerce and labor, is at the Palace. He is going to the arctic waters to watch the seal catch and fisheries.
JOHN W. GEORGE, a real estate operator of Minneapolis, is among the recent arrivals at the Marx. Mrs. George accompanies him.
CHARLES M. MUNDAY, an attorney of Seattle, is among the recent arrivals at the St. Francis.
DE. ARTHUR BRIGGS, a land owner of Los Gatos, is at the Stewart with Mrs. Briggs.
BERT L. WERTHEIMER, a merchant of Sacramento, is staying at the St. Francis.
A. B. HILL, a banker of Petaluma, and Mrs. C. F. HOFFMASTER of Kenneth is a guest at the Union-square.
O. A. ELLIS of Nevada and J. J. Gehlbil of Tudor are guests at the Stanford.
D. L. BLISS, a hotelman of Lake Tahoe, is at the St. Francis with Mrs. Bliss.
GERALD O'SHAY, a mining engineer of Junction City, is at the St. Francis.
F. L. CHERRY, a railroadman of Richmond, Va., is staying at the Turpin.
G. H. KOSTERMAN, a mining man of Denver, is registered at the Argonaut.
J. R. ADAMS, an oil operator of Coalinga, is registered at the Turpin.
S. GROSS of Philadelphia is staying at the Bellevue with Mrs. Gross.
W. H. MERKEL, a merchant of Pittsburg, is registered at the Turpin.
O. E. NELSON of New York is at the Grant.
C. C. CHILSON of Santa Cruz is at the Grant.

NEW LINE ACROSS CONTINENT READY

All Passenger Cars of C. M. and P. S. Will Be Entirely of Steel

THE eighth transcontinental railroad will be opened for through traffic Monday, when the Chicago, Milwaukee and Puget Sound railway inaugurates its service from the Pacific northwest to Chicago. The line was completed some two years ago, but it has been given over exclusively to freight and local traffic. The passenger trains, which will be composed entirely of steel cars, will be known as the Olympian and the Columbian.

His One Defect

"Why did you dismiss George, Gladys? He's a good, steady fellow, doing well, and would make you a fine husband." "I know all that, but, oh, Gwendolen, I never could be happy with a man who pronounces garage as though it rhymed with carriage!" Baltimore American.

Abe Martin

