Booklovers Rush to Get New Certificate Books

A rush to order the $1 certificate books offered by The Call started yesterday.

The books, which contain 10 certificates, good for 50 pictures and coupons, will go on sale Wednesday, but it was announced yesterday that they might be ordered today and tomorrow.

Therefore the rush began, but no orders were taken yesterday.

Orders will be taken at the San Francisco, Oakland and San Jose offices of The Call today and tomorrow. You will get a receipt for your $1, and the book will be sent you Wednesday.

Or if you want the book by mail address the Booklovers' Contest Editor, The San Francisco Call, San Francisco, Cal. Enclose the $1 for the book, and 4 cents postage.

Each certificate book contains 10 certificates. Each certificate is good for 5 pictures and coupons of any date or dates desired. Therefore the book of 10 certificates is good for 50 pictures and coupons.

For this book you pay $1, the price of 20 pictures and coupons. So you get 30 pictures and coupons free.

How is that for an offer?

Today the fifty-first picture appears in this contest. Now if you wanted to get all the 50 back pictures, and start to follow the contest through, it would cost you 5 cents per picture—$2.50. But by getting a 50 picture certificate book for $1 you can get all the back pictures.

That is a bargain in pictures.

If you have not entered the contest you had better start in it right now. Bring or send your $1 for a certificate book, with which you can get all the back pictures and coupons. Then follow the contest through. There are 77 pictures to appear in all.

You could never get any more enjoyment out of any dollar than out of one spent for the certificate books.

Get it, and join this fascinating contest!

And how about your Booklovers' Contest catalogue? The catalogues are going fast, and it is the part of wisdom to get yours now—let the other fellow do the ordering after it is too late.

These catalogues contain the titles of approximately 5,000 books, with their authors, and from this catalogue it is that the titles represented by all the 77 pictures in the contest are selected.

That means that all the 77 correct titles will be found in this catalogue.

Catalogues may be had at the San Francisco and Oakland offices of The Call, 35 cents, 40 cents by mail. If you send in a mail order, address the Booklovers' Contest Editor, The San Francisco Call, San Francisco, Cal.

If you have not seen the prizes The Call will award in this contest you are missing a whole lot.

The Velie five passenger touring car is on exhibition at the local agency, the Standard motor car company, Van Ness and Golden Gate avenues, where the Ford touring car, second prize, and the Ford racy runabout, fourth prize, are also to be seen.

All three superb Kohler & Chase player pianos to be awarded as third, fifth and sixth prizes may be seen at the salesrooms of Kohler & Chase, 26 O'Farrell street, San Francisco, and 1015 Broadway, Oakland.

Everyman's Library books can be seen at any first class book store, and a line to the publishers, E. P. Dutton & Co., New York city, will bring you an illustrated booklet describing this collection of the world's best books.

The Call has secured 150 of the famous Mercantile self-filling fountain pens to award among the honorable mention prizes. These standard 14 karat gold pens are carried by all dealers, or may be had from the makers, the Aiken-Lambert company, New York city.

Pig'n Whistle candies are very prominent among the honorable mention prizes, for 250 five pound boxes of these delicious candies will be awarded. The Pig'n Whistle is at 130 Post street.

QUERIES ANSWERED BY THE CONTEST EDITOR

Yesterday a letter—it can not be called a query—arrived from Los Gatos. It was addressed to the Booklovers' Contest Editor (that august personage), and was marked "personal."

And inside the envelope was a single slip of note paper, on which was written: "Wanted, More Brains, Los Gatos."

The writer should have given his name; the address is not sufficient. His desire for brains probably is sincere enough, but how, so long as he hides his identity, can it be fulfilled?

One thing is certain. The Booklovers' Contest Editor has no brains to spare.

BIRTHS, MARRIAGES, DEATHS

BIRTHS

CAMERON—In this city, May 20, 1911, to the wife of Dudley A. Cameron (nee Dettner), a son.

TOYNTON—In this city, May 22, 1911, to the wife of Henry Toynton, a son.

DEATHS

Allaire, John W.	48	Lane, Charles D.	70
Amundsen, Lena S.	—	Lass, Elisa	41
Baumann, Joseph	53	McCraken, Wm. H.	—
Bell, Albert E.	38	McMurray, James D.	81
Blattner, William J.	—	McNamara, Ellen	—
Bond, Emily	72	Maguire, Etta P.	—
Borough, Richard	—	Morris, Matilda	1
Borowsky, Gussie	—	Muirhead, Louisa M.	—
Clark, Catherine A.	61	O'Connor (Mass)	
Clark, Truman S.	82	Paladini, Caterina P.	—
Cope, Dr. Wm. H.	59	Scanlon (Mass)	
Coughlin, James	—	Schoenlight, Henrietta	65
Curran, Catherine	—	Sullivan, Sarah A.	—
Di Paoli, Giovanni	53	Sievers, Claus	—
Fales, F. Doris	1	Sherman, Albert	63
Friedlander, Otto W.	60	Weip, Augusta	72
Gray, Elizabeth C.	38	Weller, Doris E.	16
Hackett, Amelia	62	Wicker, Johanna	56
Healy, Margaret E.	60	White, Timothy	—
Hink, Anna	42	Marisich (Card)	
Kilday, Catherine	74		

ALLAIRE—In this city, May 28, 1911, John William Allaire, dearly beloved brother of Mary Allaire of Guernsey, a native of St. Saviours, Isle of Guernsey, Great Britain, aged 48 years.

Friends are respectfully invited to attend the funeral tomorrow (Tuesday), May 30, 1911, at 11 a. m., from the Church of the Advent, Fell street near Franklin. Interment Cypress Lawn cemetery, by automobiles. Remains will be placed in the chapel of the church today (Monday), at 3 p. m.

AMUNDSEN—In this city, May 27, 1911, Lena S. Amundsen, dearly beloved daughter of the late August and Catherine Amundsen, and loving aunt of Thomas C. Cokely, a native of San Francisco.

The funeral will take place tomorrow (Tuesday), May 30, 1911, at 10 a. m., from the residence of her nephew, 637A Castro street between Nineteenth and Twentieth. Interment Holy Cross cemetery, by electric funeral car from Twenty-eighth and Valencia streets.

BAUMANN—In this city, May 27, 1911, Joseph M. Baumann, beloved husband of Marie Baumann, and father of Annie, Joseph, Frieda and Emma Baumann and Mrs. Mary O'Brien, and brother in law of Mrs. Cecelia Anderegg, Mrs. Katie Pfister and Frank and Peter Baumann, a native of Gurtnellin, Canton Uri, Switzerland, aged 53 years. A member of Milkers' Union, local No. 8861.

Friends and acquaintances are respectfully invited to attend the funeral tomorrow (Tuesday), May 30, 1911, at 9 a. m., from the parlors of H. F. Suhr & Co., 2919 Mission street between Twenty-fifth and Twenty-sixth, thence to St. Anthony's church, Army and Folsom streets, where a requiem high mass will be held for the repose of his soul, commencing at 9:30 a. m. Interment Holy Cross cemetery.

BELL—In this city, May 27, 1911, Albert E. Bell, beloved husband of Louisa Bell, and son of William Bell, and loving brother of Mrs. Hugo Richter, a native of Maine, aged 38 years. A member of Carpenters' Union, local No. 22.

Friends and acquaintances are respectfully invited to attend the funeral tomorrow (Tuesday), May 30, 1911, at 10:30 a. m., from the parlors of H. F. Suhr & Co., 2919 Mission street between Twenty-fifth and Twenty-sixth. Interment Mount Olivet cemetery, by 11:30 a. m. train from Twenty-fifth and Valencia streets.

BLATTNER—In this city, May 27, 1911, William J. Blattner, dearly beloved husband of Margaret M. Blattner, and beloved brother of Mrs. W. E. Blanchard of Oakland and Mrs. L. Russell of Alameda, a native of San Francisco, Cal.

Friends and acquaintances are respectfully invited to attend the funeral services tomorrow (Tuesday), May 30, 1911, at 1:30 o'clock p. m. at his late residence, 1250 Fell street. Incineration Odd Fellows' cemetery.

BOND—In Alameda, May 28, 1911, Emily, widow of William H. Bond, and beloved mother of Mrs. D. H. Dalzelle, Mrs. T. W. Maguire and Mrs. P. A. Ploda and Charles R., J. Frank, William D. and Jackson M. Bond, a native of Iowa, aged 72 years.

Friends and acquaintances are respectfully invited to attend the funeral services tomorrow (Tuesday, May 30, 1911, at 10 o'clock a. m., at the home of her daughter, Mrs. T. W. Maguire, 1343 Versailles avenue, Alameda. Interment private.

BOROUGH—In this city, May 26, 1911, Richard, beloved husband of Annie E. Borough, and beloved father of Marie, Annie E., Richard M., E. Wallace and Randal Borough.

Funeral services will take place today (Monday), May 29, 1911, at 9 o'clock a. m., at old St. Mary's (Paulist) church. Please omit flowers. Interment private.

BOROWSKY—In this city, May 28, 1911, Gussie, beloved daughter of the late Michael and Alvina Borowsky, and beloved sister of Jennie and Tillie Borowsky and Mrs. Eugene Brown and Mrs. A. E. Feigenbaum, a native of Placerville, Cal.

CLARK—In this city, May 28, 1911, Catherine A., beloved wife of Peter F. Clark, and loving mother of Hugh T., Peter F., Joseph P., Mary E., Edmund F., Catherine A., Teresa E. and the late John G. and James Clark, a native of County Limerick, Ireland, aged 61 years and 8 months.

The funeral will take place Wednesday, May 31, at 9:30 a. m., from her late residence, 1345 Page street between Lyon street and Central avenue, thence to St. Agnes church, Masonic avenue between Page and Oak streets, where a requiem high mass will be celebrated for the repose of her soul, at 10 a. m. Interment Holy Cross cemetery, by carriage.

CLARK—In this city, May 28, 1911, Truman Stephen, beloved husband of the late Hanah B. Clark, father of Lewis C. Clark, and grandfather of Milton Truman Clark, Mrs. Ethel Ruperich and Mrs. Irene Maynard, a native of Bridgewater, N. Y., aged 82 years.

COPE—In Pleasanton, May 28, 1911, Dr. William H. Cope, beloved husband of Bertha S. Cope, a native of Belmont county, O., aged 59 years and 11 days.

Funeral services tomorrow (Tuesday), May 30, at 9 a. m., in Pleasanton, and at 1 p. m. at the Oakland crematory. Please omit flowers.

COUGHLIN—In this city, May 27, 1911, James J., beloved son of the late John and Catherine Coughlin, and brother of Kate A. and Nellie Coughlin and Mrs. W. Curtis and the late William and John Coughlin, a native of Amador county, California.

Friends and acquaintances are respectfully invited to attend the funeral today (Monday), May 29, 1911, at 9 o'clock a. m., from his late residence, 135 Twenty-seventh street, thence to St. Paul's church, where a requiem high mass will be celebrated for the repose of his soul, commencing at 9:30 o'clock a. m. Interment Holy Cross cemetery, by electric funeral car from Twenty-eighth and Valencia streets.

CURRAN—In this city, May 26, 1911, Catherine, beloved widow of Daniel Curran, and mother of Daniel S. and George T. Curran, a native of County Limerick, Ireland.

Friends and acquaintances are respectfully invited to attend the funeral today (Monday), at 9 o'clock a. m., from her late residence, 2735 Geary street, thence to Holy Cross church, where a requiem high mass will be celebrated for the repose of her soul, commencing at 9:30 o'clock a. m. Interment Holy Cross cemetery.

DI PAOLI—In this city, May 27, 1911, Giovanni, beloved husband of Ninetta di Paoli, and beloved father of Mario, Antonio, Enrico and Norma di Paoli, and beloved brother of Domenico di Paoli, a native of Italy, aged 53 years and 1 day.

FALES—In this city, May 27, 1911, F. Doris, dearly beloved daughter of Samuel O. and Annie D. Fales, and idolized grandchild of Mrs. Doris Hoops, a native of San Francisco, aged 1 year 2 months and 17 days.

Friends and acquaintances are respectfully invited to attend the funeral Wednesday, May 31, at 2 o'clock p. m., from the residence of the parents, 872 Broadway, between Mason and Powell streets. Cremation, Odd Fellows' cemetery.

FRIEDLANDER—In San Mateo, May 27, 1911, at his late residence, 7 Tenth avenue, Otto W. Friedlander, beloved brother of Harry and Emily A. Friedlander, and uncle of Anna and Alfred Friedlander, a native of Adelaide, South Australia, aged 60 years 1 month and 17 days. A member of Doric lodge, F. & A. M.

Friends and acquaintances are respectfully invited to attend the funeral tomorrow (Tuesday), May 30, 1911, at 1 p. m., from Masonic hall, Ellsworth avenue, San Mateo. Interment Cypress Lawn cemetery, by electric funeral car from San Mateo.

GRAY—In Oakland, May 27, 1911, Elizabeth C., dearly beloved wife of H. D. Gray, loving mother of George and Amy Rays, and sister of Matheu and Anthony Arnold, Mrs. Annie Hoskin and Mrs. Mary Pereira, a native of California, aged 38 years 9 months and 2 days.

HACKETT—In Oakland, May 26, 1911, Amelia D., dearly beloved wife of F. A. Hackett, and loving mother of Edward Barnum of Washington, Mrs. Maud Martin of Montana and Mrs. Mary de Freese of San Rafael, and daughter of Mrs. Augusta Ellis, and sister of Dr. S. Ellis of Auza, Cal., a native of North Carolina, aged 62 years 5 months and 2 days.

Friends and acquaintances are respectfully invited to attend the funeral services today (Monday), May 29, 1911, at 2 o'clock p. m., at the family residence, 1573 Twenty-fourth avenue, East Oakland.

HEALY—In this city, May 28, 1911, at her residence, 1150 Florida street, Margaret E. Healy, beloved widow of Timothy J. Healy, and dearly beloved mother of Margaret E., William C. and the late Thomas F. and Joseph E. Healy, a native of Boston, Mass., aged 60 years 5 months and 3 days. (Chelsea and Boston, Mass., papers please copy.)

Notice of funeral hereafter. Remains at the parlors of Gantner Brothers, 3460 Sixteenth street between Church and Sanchez.

HINK—In this city, May 28, 1911, Anna Hink, dearly beloved wife of Martin Hink, and beloved mother of Katherine, Anna, Tillie and Sophie Hink, and sister of Mrs. E. Rohde and Herman Gartelman, a native of Germany, aged 42 years 1 month and 18 days. A member of St. Paulus Frauen Verein.

Friends and acquaintances are respectfully invited to attend the funeral services Wednesday, May 31, 1911, at 1:30 o'clock p. m., at her late residence, 1414 Union street. Thence by electric funeral car from Twenty-eighth and Mission streets to Cypress Lawn cemetery.

KILDAY—In this city, May 27, 1911, Catherine, beloved wife of James Kilday, and beloved mother of Lizzie, Nellie, Agnes and John Kilday and Mrs. M. Flanahan and Mrs. T. O'Dwyer and the late William and James Kilday, a native of Ireland, aged 74 years.

The funeral will take place today (Monday), at 9 o'clock a. m., from her late residence, 517 Waller street, thence to Sacred Heart church, where a requiem high mass will be celebrated for the repose of her soul, commencing at 9:30 o'clock a. m. Interment (strictly private) in Holy Cross cemetery.

LANE—In Palo Alto, May 26, 1911, Charles D. Lane, a native of Missouri, aged 70 years 6 months and 11 days.

Friends and acquaintances are respectfully invited to attend the funeral services today (Monday), May 29, 1911, at 10:30 o'clock a. m., at the residence of Mr. Theophilus Allen, 601 Melville avenue, Palo Alto, Cal. Interment at Cypress Lawn cemetery, at 1 p. m., where concluding services will be held.

LASS—In this city, May 27, 1911, Elisa, dearly beloved wife of Peter Lass, devoted mother of Walter and Edna Lass, daughter of Mrs. A. Eden, and sister of Mrs. H. Martens and Mrs. C. Mertens, a native of Oldenberg, Germany, aged 41 years 5 months and 9 days.

Friends and acquaintances are respectfully invited to attend the funeral services tomorrow (Tuesday), May 30, at 2 p. m., from St. John's Methodist church, Army street near Guerrero. Remains at her late residence, 2434 Folsom street between Twentieth and Twenty-first.

McCRAKEN—In Berkeley, May 27, 1911, William H., beloved husband of Malvina E. McCraken, a native of Canada. (Toronto and Hamilton, Canada, papers please copy.)

Funeral services today (Monday), May 29, 1911, at 3 o'clock p. m., at the parlors of the Albert Brown company, 572 Thirteenth street, Oakland. Interment private.

McMURRAY—In this city, May 28, 1911, James D., dearly beloved husband of Elizabeth J. McMurray, and father of Hammersley and Milton McMurray and Mrs. James McNulty, a native of Ireland, aged 81 years and 8 months. A member of Yerba Buena lodge, I. O. O. F.

Remains at the mortuary chapel of the Golden Gate undertaking company, 2475 Mission street near Twenty-first.

McNAMARA—In this city, May 26, 1911, Ellen, beloved wife of Michael McNamara, and loving mother of Daniel J., Nellie M. and Agnes C. McNamara and Mrs. A. E. Fick and the late George McNamara, and sister of Mrs. John Manton of San Francisco and Mrs. M. F. Green of San Jose, a native of Connecticut. (Connecticut papers please copy.)

Friends and acquaintances are respectfully invited to attend the funeral today (Monday), May 29, at 9 a. m., from her late residence, 137 Duboce avenue between Valencia and Guerrero streets, thence to Mission Dolores church, where a requiem high mass will be celebrated for the repose of her soul, commencing at 9:30 a. m. Interment Holy Cross cemetery, by carriage.

MAGUIRE—In this city, May 27, 1911, Etta Peck Maguire, beloved wife of Joseph W. Maguire, and beloved mother of Dolly Selcer, and sister of Mina Peck Hodges, Annie Peck Bushnell of San Francisco and Mrs. Ella Peck Stivers of Oakland and Albert Taylor Peck of Gloversville, N. Y., a native of New York. A member of Olive Branch chapter No. 169, Order of the Eastern Star.

Friends and acquaintances are respectfully invited to attend the funeral today (Monday), May 29, 1911, at 1:30 p. m., from the mortuary chapel of the Golden Gate undertaking company, 2475 Mission street near Twenty-first. Interment Cypress Lawn cemetery, by electric funeral car from corner Twenty-eighth and Valencia streets, at 2 p. m.

MORRIS—In Ocean View, May 27, 1911 (of scarlet fever), Matilda Morris, dearly beloved daughter of Norman and Teresa Morris, and beloved sister of Teresa, John and Minnie Morris, a native of San Francisco, aged 1 years 11 months and 20 days.

MUIRHEAD—In Toronto, Canada, May 23, 1911, Louisa M. Muirhead, beloved widow of John B. Muirhead, and loving sister of Mrs. Susan Grimshaw, Mrs. Caroline Richards, Mrs. Amelia E. Brown and Mrs. C. A. Treuholtz and George N. Beauchamp, a native of Toronto, Canada.

Friends and acquaintances are respectfully invited to attend the funeral services today (Monday), May 29, 1911, at 3 o'clock p. m., at the parlors of Carew & English, 1618 Geary street. Incineration Odd Fellows' cemetery.

O'CONNOR—An anniversary requiem high mass will be celebrated tomorrow (Tuesday), May 30, at 9 a. m., at Sacred Heart church, corner of Fell and Fillmore streets, for the repose of the soul of the late Daniel O'Connor, 66 Waller street. Friends and acquaintances are respectfully invited to attend.

PALADINI—In this city, May 28, 1911, Caterina Pescia Paladini, dearly beloved wife of G. Paladini, and mother of Mrs. Amelia Perasso, and loving daughter of the late Maria Pescia, and devoted sister of the late Dr. Joseph Pescia, a native of Baltimore, Md.

Friends and acquaintances are respectfully invited to attend the funeral Wednesday, May 31, 1911, at 1 o'clock p. m., from the parlors of Valente, Marini, Marais & Co., 640 Green street, where services will be held under the auspices of Regina Margherita circle No. 47, U. A. O. D. Interment Holy Cross cemetery.

SCANLON—The anniversary solemn requiem mass for the late Rev. Patrick Scanlon will be celebrated at St. Joseph's church, Tenth and Howard streets, tomorrow (Tuesday), at 9 a. m.

SCHOENLIGHT—Entered into rest, in this city, May 27, 1911, Henrietta, beloved widow of John Schoenlight, and dearly beloved mother of Mrs. Theresa Mendel and Mrs. Flora Tuchler and Charley and the late Julia Schoenlight, and beloved sister of the late Mrs. Jennie Lubliner, a native of Germany, aged 65 years.

Friends and acquaintances are respectfully invited to attend the funeral today (Monday), at 2 p. m., from her late residence, 1452 Fifteenth street near Howard. Interment Hills of Eternity cemetery, by electric funeral car from Thirteenth and West Mission streets.

SIEVERS—In this city, May 27, 1911, Claus (Charles), dearly beloved husband of Elizabeth Sievers, a native of Germany.

Friends and acquaintances are respectfully invited to attend the funeral today (Monday), May 29, 1911, at 2 o'clock p. m., from the parlors of Valente, Marini, Marais & Co., 3448 Mission street between Thirtieth street and Cortland avenue. Interment Mount Olivet cemetery.

SHERMAN—In this city, May 27, 1911, Albert Sherman, husband of M. E. Sherman, and father of William A. Sherman, a native of Massachusetts, aged 63 years.

Funeral and interment strictly private. Remains at the chapel of Halsted & Co., 1122 Sutter street.

SULLIVAN—In this city, May 27, 1911, at her residence, 114 Lyon street, Sarah A., beloved wife of John F. Sullivan, and devoted mother of George J., Helen B., Mary T., Sarah A. and Anna M. Sullivan, a native of Londonderry, Ireland. A member of the Third Order of St. Francis. (Boston papers please copy.)

Friends and acquaintances are respectfully invited to attend the solemn requiem high mass for the repose of her soul, commencing at 10 a. m., tomorrow (Tuesday), at St. Agnes church, Masonic avenue. Interment Holy Cross cemetery, by carriage.

WELP—In this city, May 27, 1911, at the German hospital (inmate at German Altenheim), Augusta Welp, beloved wife of Henry Welp, a native of Germany, aged 72 years 4 months and 13 days.

Friends and acquaintances are respectfully invited to attend the funeral services tomorrow (Tuesday), May 30, 1911, at 2 o'clock p. m., at the funeral parlors of Ernest A. Wollitz, 1415 Webster street between Nineteenth and Twentieth, Oakland. Incineration Oakland crematory. Remains at the funeral parlors of Ernest A. Wollitz, 1415 Webster street, Oakland.

WELLER—In Berkeley, May 28, 1911, Doris E. Weller, daughter of Harry B. and Jennie and sister of Gladys Weller, a native of San Francisco, aged 16 years 11 months and 16 days.

Funeral notice hereafter.

WICKER—In Alameda, Cal., May 28, 1911, Johanna, dearly beloved wife of Herman E. Wicker, and devoted mother of Mrs. G. Jaeggi and Herman, Hilda and Walter Wicker, and loving sister of Mrs. J. A. Ban Niel and the late Mrs. H. Braunschweiger and Dick Ropers, a native of Germany, aged 56 years 6 months and 7 days. A member of Friends of the Golden Gate Verein and California circle No. 178, Women of Woodcraft.

The funeral will take place Wednesday, at 11 a. m., from her late residence, 1007 Fair Oaks avenue (Encinal station), Alameda, Cal. Interment strictly private.

WHITE—In this city, May 26, 1911, Timothy, beloved husband of Bridget White, and father of John P., George L., Charles S., Robert D., Gussie A. and the late Thomas J. White, a native of County Cork, Ireland.

Friends and acquaintances are respectfully invited to attend the funeral today (Monday), May 29, at 9:30 o'clock a. m., from his late residence, 419 Clayton street, thence to St. Agnes church, where a requiem high mass will be celebrated for the repose of his soul, commencing at 10 o'clock a. m. Interment Holy Cross cemetery, by carriage.

CARD OF THANKS.

MARISICH—We herewith desire to express our heartfelt thanks to the many dear friends and neighbors for their comforting sympathy and most beautiful floral offerings extended to us during the sad hours of our late bereavement in the loss of a dearly beloved wife and mother.

PROSPER MARISICH and Children.

JULIUS S. GODEAU

INDEPENDENT OF THE TRUST

For $75 Will Furnish Hearse, 2 Carriages, Embalming, Shroud and Cloth Covered Casket

Caskets at $35, as good as sold by Trust Undertakers for $65
Caskets at $50, as good as sold by Trust Undertakers for $90
Caskets at $100, as good as sold by Trust Undertakers for $150

41 VAN NESS AVE. } MARKET 711
605 Montg'y Ave. } Home M3196
1305 Franklin Street, Oakland

Auto Ambulance and Carriages for Hire. Autos at Same Prices.

FUNERAL FLORAL WORK

Is one of our Specialties. Prices moderate. Quality and Service the best.

PELICANO, ROSSI & CO.
123 KEARNY STREET.

Country orders given careful attention. Phone Douglas 426. Phone orders promptly attended to.

Have your ticket read "Burlington"

For Diverse Routes East

Special Rates East

Very attractive round trip excursion rates will be in effect on special dates to Chicago, St. Louis, Omaha, Kansas City, Boston, New York and other eastern destinations, with diverse route and stopover privileges. Let us help you plan your journey via Scenic Colorado, over different routes going and returning, that will include the most interesting cities.

Note where Burlington trains run:

Denver and Omaha, Chicago.
Denver, St. Joseph, St. Louis.
Denver and Kansas City.
Kansas City and St. Louis.
Kansas City and Chicago.
Kansas City and Omaha.
Omaha, Peoria, Chicago.
Omaha and St. Louis.
St. Paul and Chicago, St. Louis.
Seattle and Denver.
Seattle, St. Paul, Chicago.
Seattle, Billings, St. Louis.
Seattle, Omaha, Kansas City.

Burlington Route

It requires an extensive combination of railroads east of the Rockies to include the diverse routes possible in "Burlington" trains.

W. D. SANBORN, General Agent.
795 Market Street, San Francisco, Cal.

30 PICTURES AND COUPONS FREE IN THE CALL'S GREAT BOOKLOVERS' CONTEST

Here is your chance to join The Call's Booklovers' Contest now, and get the back pictures for a nominal sum.

The regular price for pictures, with their coupons, is 5 cents each.

The Call will put on sale Wednesday a special certificate book good for 50 pictures and coupons, worth $2.50. Only $1 will be charged for this book.

That is buying 20 pictures and coupons for $1, and getting 30 pictures and coupons FREE!

There are 77 pictures to appear in the Booklovers' Contest, and the fifty-first picture appears today.

To get the 50 back pictures would cost you 5 cents for each picture—$2.50.

But get the certificate book, good for 50 pictures and coupons, for $1, and you can secure all the back pictures!

Instead of paying $2.50 for the back pictures you will have to pay only $1!

These books will go on sale Wednesday at the San Francisco, Oakland and San Jose offices of The Call.

But better get your orders in at those places before Wednesday! You order the books, pay down your dollar, and get your receipt.

The book will be sent you Wednesday. There are no refunds on these books.

You pay $1 for $2.50 worth of pictures and coupons. This offer will hold for a limited time!

Get them by mail from the Booklovers' Contest Editor, The San Francisco Call, San Francisco, Cal. Enclose your $1 for the certificate book and 4 cents postage.

Join The Call's Booklovers' Contest Now! Start Today

You can get 30 pictures and coupons free by purchasing one of The Call's new certificate books. Each book contains 10 certificates, good for 50 pictures and coupons, worth $2.50. The book is sold for $1, the price of 20 pictures and coupons. There is no refund on these books. They can be had at the San Francisco, Oakland and San Jose offices of The Call, or by addressing the Booklovers' Contest Editor, The San Francisco Call, San Francisco, Cal. Inclose $1 for the book, and 4 cents postage.

CUT ALONG THESE LINES

What Book Does This Picture Represent?

Automobiles, Player Pianos, Libraries, Phonographs And Over 500 Prizes Without Cost to THE CALL'S "Booklovers'" Contestants

Title .....
Author .....
Your Name .....
Street and Number .....
City or Town .....

No. 51 May 29, 1911 *No. 51*

Wait until you have all the answers to the pictures before sending them in, for no partial lists will be considered.

CUT ALONG THESE LINES

Booklovers' Catalogue at Newsdealers or The Call

Wideawake newsdealers are now carrying the Booklovers' Contest catalogue, the official catalogue from which all the titles represented in this contest will be selected by the Contest Editor. This catalogue is an invaluable aid. Get it from your newsdealer, or if they have none on hand, from The Booklovers' Contest Editor, The San Francisco Call. 35 cents each, 40 cents by mail.

Rules of the Booklovers' Contest

1. All persons are eligible to enter the contest except employes of The San Francisco Call and members of their families. Each day, for 77 days, there will be published in The San Francisco Call a picture which will represent the name of a book. Beneath this picture there will be a blank for the contestant to fill in the name of the book and author.

2. Cut out the blank and fill in the name and author of the book and your name and address neatly and plainly in the space provided.

3. No restrictions will be placed on the way in which answers to the pictures may be secured. Each picture represents only the title of one book. If you are not certain of a title and wish to send in more than one answer to each picture you may do so. NO MORE THAN FIVE ANSWERS WILL BE ACCEPTED TO ANY PARTICULAR PICTURE. Incorrect answers will not count against contestants if correct answer is also given. More than one answer should not be put on the same coupon. Extra coupons should be used for extra answers. All answers to the same picture should be kept together in sending in the set.

4. It is necessary that pictures be sent in with the answers, in order that all answers be uniform. Additional pictures and coupons may be obtained at The San Francisco Call office by mail or in person. Answers will not be accepted unless they are properly filled out on the coupon appearing beneath each picture. Each answer must be written on a separate coupon.

5. When you have all 77 answers fasten them together and bring or mail them (IN A NEAT, FLAT PACKAGE—NOT FOLDED OR ROLLED) to The San Francisco Call office, addressed to the BOOKLOVERS' CONTEST EDITOR. Prizes will be awarded to the contestants sending in the largest number of correct solutions. In the event of two or more persons having the same number of correct solutions, the person using the smaller number of extra coupons in his set of answers will be declared the winner. In the event of two or more persons having the same number correct and using the same number of coupons, awards will be made on the basis of neatness, but if the ties can not be decided in that way the value of the prizes will be equally divided among them.

6. More than one prize will not be awarded to any one family at any one address.

7. Only one complete set (comprising not more than 5 answers to any one picture) of answers may be submitted by any one contestant. Awards will be made strictly according to the merit of each separate list. The names of more than one person must not be written on any one coupon.

8. All answers will be considered on their merits. The first filed will have no preference over the last filed, provided only that answers to be considered must be filed within the time specified when the last picture appears.

9. The awards will be made by the Contest Editor and five well known citizens, whose names will be announced later. This contest is limited to contestants residing in the states of California, Oregon and Nevada.

10. The correct answers to the series of pictures will be filed with a local trust company or bank a week previous to the close of the contest.

Entry to the contest may be made at any time.

The first illustration was published on April 9, 1911.

All communications or letters of inquiry concerning the contest should be addressed to the Booklovers' Contest Editor, San Francisco Call, San Francisco, Cal.

Rules for Awarding Honorable Mention Prizes:

1. Five hundred and five prizes will be awarded to the five hundred and five contestants (those winning a grand prize excepted) sending in a complete set of answers having 25 or more correct solutions, irrespective of the extra coupons used.

2. If more than 505 contestants send in complete sets of answers having 25 or more correct solutions, then the awards will be made on the basis of neatness.

Among the Prizes Which The Call Will Offer Will Be

1st PRIZE	VELIE, 1911 Fully Equipped 40 H. P., 5 Pass. Touring Car.	$2,100.00
2nd PRIZE	FORD, 1911 Fully Equipped 20 H. P., 5 Pass. Touring Car.	$875.00
4th PRIZE	FORD, 1911 Fully Equipped, Open Runabout ..... On exhibition at THE STANDARD MOTOR CAR CO., Van Ness and Golden Gate Aves.	$775.00
3rd PRIZE	KOHLER & CHASE Mission Style Player Piano	$850.00
5th PRIZE	KOHLER & CHASE Mahogany Finish Player Piano	$750.00
6th PRIZE	KOHLER & CHASE Mahogany Finish Player Piano ..... Now on exhibition at the Music Rooms of KOHLER & CHASE.	$675.00
7th PRIZE	LIBRARY of 500 Volumes, Bound in Leather	$350.00
8th PRIZE	LIBRARY of 350 Volumes, Bound in Leather	$245.00
9th PRIZE	LIBRARY of 300 Volumes, Bound in Leather ..... These Libraries are selected from the World Famous "EVERYMAN'S LIBRARY." On sale at Book Stores everywhere.	$210.00
10th PRIZE	COLUMBIA GRAFONOLA "REGENT," Mahogany Finish ..	$200.00
11th PRIZE	COLUMBIA GRAFONOLA "MIGNON," Mahogany Finish, with $25 worth of Records	$175.00
12th PRIZE	COLUMBIA GRAFONOLA "MIGNON," Mahogany Finish.	$150.00
13th PRIZE	COLUMBIA GRAFONOLA "ELITE," Mahogany Finish, with $25 worth of Records	$125.00
14th PRIZE	COLUMBIA GRAFONOLA "ELITE," Mahogany Finish	$100.00
15th PRIZE	COLUMBIA GRAFONOLA "FAVORITE," Mahogany Finish, with $25 worth of Records	$85.00
16th PRIZE	COLUMBIA GRAFONOLA "FAVORITE," Golden Oak Finish, with $25 worth of Records	$75.00
17th PRIZE	COLUMBIA GRAFONOLA "FAVORITE," Golden Oak Finish, with $15 worth of Records	$65.00
18th PRIZE	COLUMBIA "PREMIER" GRAPHOPHONE, Mahogany Finish	$50.00
7 PRIZES	(19 to 25, inclusive), each good for one COLUMBIA "CHAMPION" GRAPHOPHONE	$175.00

THE HONORABLE MENTION PRIZES

35 PRIZES	German Silver (fine weave) Mesh Bags, $7.50 each	$262.50
30 PRIZES	Thirty Sets of 10 Volumes of Standard Authors, Leather Bound, $7.00 per Set	$210.00
20 PRIZES	German Silver (fine weave) Mesh Bags, $5.00 each	$100.00
250 PRIZES	250 5 lb. Boxes of PIG'N WHISTLE Famous Candies, $3.75 per box	$937.50
150 PRIZES	30 of each of the $2.50, $3.50, $4.00, $5.00 and $6.00 Mercantile Self Filling Fountain Pens. Sold by leading dealers everywhere	$630.00
20 PRIZES	Handsome Satin Lined, Gold Plated Jewel Cases, $2.00 ea.	$40.00

FIRST PICTURE PUBLISHED APRIL 9TH

A Different Picture Will Appear Each Day. Save Every One.