

IN WOMAN'S WORLD



The Smart Set

WHILE Chicago is cutting down the lists San Francisco is extending them. No reason for San Francisco to do as Chicago does in anything. But the news that Mrs. Harold McCormick and others are arranging a selected circle of 200, while the season's hostesses in San Francisco are scattering 700 cards to the season's debuts, points a difference, speaking ponderously, in social conceptions. Still, with proper seriousness it may be said ideas of eclat and prestige (both words to be found in Webster) are singularly varied. Naturally, in places like San Francisco and Salinas. An elaborate soiree in Salinas would be lost in San Francisco. A question of relative values that in no way reflects on Salinas society. But in the same sets of the same cities there are contrasts.

Take New York in the reign of Mrs. Astor. When she gave a party she invited 250 guests; it was usually a dinner dance. When the Vanderbilts down the street entertained there would be 1,000 dazzled by their hospitality. It was merely that Mrs. Astor conceived brilliant effects as those gained through quality and the Vanderbilts saw them in quantity. The Vanderbilt idea prevails in San Francisco.

Hostesses tell with unaffected pride that they've sent out between seven and eight hundred cards for a reception. If they have that many friends they ought to ask them all, of course. But the horrid truth is that in order to secure an 800 effect they resort to a system of social extension. The cards of friends are inclosed in invitations to friends of the friends. It is not unlikely to go on this way until next season one may receive a strange invitation accompanied by a collection of cards to make the chain.

For weddings it becomes more complicated. Parents of the bride think of as many as they can, and parents of the groom do the same thing. The total will be the splendid sum of 2,000 more often than not. If the groom is an eastern man, with an entirely different set to draw on, the number is greatly increased, though the crush at the church is no worse.

The Astor traditions have few devotees west of Chicago. Every year the czar attempts them. Blue penciling and all that. But one can't have a kindly nature and do the Astor or Chicago way in San Francisco. Blue marks are erased, and every year lists are lengthened.

The engagement has been announced of Lieutenant Austin Parker, formerly of Ansel Island, and Miss Julie Cabanne of St. Louis. The marriage will take place in St. Louis, November 25 and the young couple will be entertained in San Francisco before sailing for Manila, December 5. Lieutenant Parker was one of the popular bachelors of the service set in San Francisco for several years and member of the Bohemian club. He has been stationed for the last three months at Madison barracks, New York, where he met his fiancée last summer.

Invitations have been received for the wedding of Miss Helen Hewitt Hough, daughter of Mr. and Mrs. James Henry Hough of Stockton, and Percy Thomas Cleghorn of Honolulu. It will be celebrated at 8:30 o'clock Wednesday evening, November 16, at St. John's Episcopal church in Stockton, and will be followed by a reception at the Hough residence in East Park street. Miss Lettie Hough will be her sister's maid of honor and there will be several other attendants. The young couple will sail this month for their future home in Honolulu. The

Popular Young Matron Finds Deepest Interest in the Duties of Her Home



AMONG the young matrons of San Francisco who are deeply interested in home work and home duties is Mrs. Albert S. Frank of 3308 Washington street, wife of the vice president of S. H. Frank & Co. Before her marriage Mrs. Frank was Miss Mattie Ehrman, one of the popular belles of San Jose. She is distantly connected with Sidney Ehrman, a prominent attorney of this city. In this picture Mrs. Frank is shown with her two little daughters, Madeline and Aileen Frank.

bride to be has many friends in the younger set of San Francisco, where she has made frequent visits. She is a graduate of Miss Helen Hewitt Hough, and it was while on a tour of the world last year that she met her fiancé in Honolulu. Cleghorn is a nephew of former Governor Cleghorn of Hawaii and belongs to one of the best known families in the Islands. He returned recently from a visit to relatives in England.

Miss Dorothy Baker will return tomorrow from a visit to Mrs. Drummond McGavin in Los Angeles and Mrs. Joseph Weller Sefton in San Diego. With Mrs. Douglas Fry she was among San Francisco guests at the marriage of Miss Lettie Hough and Ernest Henry Gearing, which was celebrated Saturday evening at Mrs. Sefton's home instead of at Coronado, as was at first planned. The ceremony was witnessed by 60 guests. The young couple are enjoying a honeymoon in the south and will occupy a cottage at Coronado.

Miss Ruth and Miss Edith Slack will give a tea Wednesday afternoon at their home in Sacramento street in honor of Miss Estelle Harrison, the fiancée of Melvin Pfaff. Miss Elva de Pue will assist the hostesses in receiving.

Mrs. William Hinckley Taylor is convalescing from her recent serious illness. She has been at a sanatorium several weeks.

Mrs. Mainie Merritt Potter and Miss Marie Louise Potter have returned from Colorado, where they spent the summer at Aspen.

Mr. and Mrs. Edward Cudahy of Chicago are expected soon to spend the winter in San Mateo. Mrs. Cudahy was Miss Nora Brewer.

Let Louise's skilled operators do your nails and dress your hair or make up your hair goods in the "Wistaria Bower"—fourth floor Sachs building, 140 Geary street. There's no place like it for luxury and satisfying treatment and surroundings. Only women patrons received. Tea served free daily to patrons. Come and see the most artistic and most up-to-date institution that the new San Francisco can boast. Facial massage, scalp treatment, double chins reduced. Everything in hair goods. Combing made up.

BABIES IN FRESNO ARE PROOF OF SANITATION
[Special Dispatch to The Call]
FRESNO, Nov. 4.—General health conditions in the city of Fresno are better than in most cities in the United States, according to a statement made today by Dr. George Aiken, following an annual inspection.
The health of babies is used by him as a basis for his comparison. There have been but 13 deaths in Fresno in the last year from maladies common to babies where health conditions are not up to the standard.
Last year there were 10 deaths in this city from typhoid fever and this year there was one.
The city health department always has conducted a rigid investigation of water and milk supplies. Doctor Aiken reports that in 18 dairy herds that supply milk in this city, only two cows were infected with tuberculosis. There were about 1,000 cows in these herds.

The Lurline Ocean Water Baths, Bush and Larkin streets, are the most sanitary baths in the world. Comfortably heated. Ocean water plunge constantly circulating and filtering. Inspection invited. Spectators free. Open 7 a. m. to 10 p. m. daily and Sunday.

Just think this over. Free to all readers a chance to win a \$5,000 bungalow or \$500 in gold, and more than 600 other prizes. Read tomorrow's Call.

Some Remedies for Insomnia—By Ruth Cameron

ONE of my letter friends has been kind enough to send me a description of some of the remedies he has found successful for insomnia.



RUTH CAMERON

Knowing that there are always many sad people to whom what should be hours of sweet, unbroken rest are hours of tortured tossing, I take pleasure in passing on his suggestions.

If they help but one person to a few hours more sleep I am sure that every one who has ever suffered the agony of insomnia will think this space well utilized.

"During a time of trouble and resulting sleeplessness," he writes, "I discovered the efficiency of some little remedies. I noticed that approaching sleep was at that time most disturbed by common noises which had hardly entered my consciousness when the mind was in its normal state. When sleep came long after midnight it was short, because, soon disturbed by the noise of the awakening city, which, combined with the daylight, made it impossible to find the much needed rest."

"The discoverer of these causes suggested to me the following remedies: Put cotton in my ears—as much of it as possible—and blindfold myself. Thus I reduced the disturbing causes to a minimum and the effect was most beneficial and helped the mind a good deal in overcoming the initial cause of the sleeplessness."

"The blindfolder should be a good heat conductor (linen or cotton, not wool) to prevent accumulation of heat underneath. It should cover the eyes from the eyebrows to the cheek bones, leaving the forehead free."

"I find these little helps also useful if I need a short rest during the day. In the latter case I am producing artificially the silence and darkness of the night, and in my case, with the best results."

"Of course, I do not allow myself to form a habit of the use of these helps in order not to make my rest entirely dependent upon them."

May I add to these a mention of the remedies which I have heard of elsewhere or personally found effective?

I think I may have mentioned some of them before, but such is my sympathy for any one suffering with insomnia, that I can not resist an opportunity to give all possible remedies the widest publicity.

Any one who has ever tried in vain to get to sleep knows how preternaturally alive and active the brain becomes with each moment of wakefulness. While the mind is in this state you might as well hunt deer in front of the city hall as stalk sleep.

So, if you possibly can, get up and read something that will take the mind off itself and pacify it. Read something fairly absorbing but not too exciting, and especially not thought stimulating. A pleasant, chatty, interesting novel is best. Myself, I often have a session with my old friend, "Little Women," or perhaps try a few chapters of Cranford.

Read until you feel drowsy and want to sleep, then read awhile longer, and I am pretty sure that shortly after you snap out the lights and skip into bed, you will have the pleasant surprise of waking up and finding that it is morning.

This is especially efficacious when the cause of the sleeplessness is mental. Drawing the blood away from the head in some way is a great cure for sleeplessness. Put cold clothes on your head and something hot to your feet. Bathe your face and forehead in alcohol. Eat something, thus drawing the blood from the head to the stomach. Do a few vigorous exercises that will send the blood tingling all over the system.

Unrecognized indigestion often causes sleeplessness. Try drinking a cup of hot water.

And now, one "don't." If you are anything like me, don't try counting sheep or repeating poetry. Of course, I can only speak for myself, but my own experience has been that nothing stirs my mind to such angry activity as these such "tooted" devices.

Here's fervently hoping that if you have need of help something my letter friend or I have said may help you.

But here's more fervently hoping that you won't care for this talk at all because you have no need of it.

AMUSEMENTS
SALE OF SEATS
STARTS THIS MORNING
At Sherman, Clay & Co.'s, Corner Kearny and Sutter.

Paris Grand Opera Co.
M. PIERRE GRAZI, Director
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OVER 200 PEOPLE

VALENCIA THEATER
Opening Wednesday, November 15
REPERTORY THIS WEEK
Wed. Night and Sat. Mat., "LES HUGUENOTS," with All-Star Cast, including Three Prima Donnas, etc.; Thurs. Night, "FAUST" in its Entirety (with Ballet, etc.); Fri. Night, "LA JUIVE" (including Ballet); Sat. Night, "LAKME" (with Ballet).
PRICES—Box Seats, \$5; Lower Floor, \$4; Upper Floor, \$3; \$2; \$1. Coupon Books, good for 50 seats any time, \$30, \$75 and \$45. Good for 50 seats any time, \$109, \$125 and \$75.

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Salt water direct from the ocean. Open every day and evening, including Sundays and holidays, from 7 a. m. to 10 p. m. Spectator's gallery free.
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Aided by the Alcazar Company, in
"PUDD'NHEAD WILSON"
Frank Mayo's Dramatization of Mark Twain's Famous "Thumb-Mark" Story.
PRICES—Night, 25c to \$1. Matinee—25c to 50c
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TICKETS—\$1.50, \$1, 75c, at Sherman, Clay & Co.'s and Kohler & Chase's.
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Complimentary Concert
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TWO WEEKS BEGINNING
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MATINEES WEDNESDAY AND SATURDAY
JOK. M. GAITES Presents
CECIL LEAN and FLORENCE HOLBROOK
In the Stupendous Musical Comedy Success,
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By the Authors of "Three Twins" and "Madame Sherry."
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WEEKLY CALL, \$1 PER YEAR

CLUB TAKES DOWN BARS FOR WOMEN

Improvement Organization Will Admit the Fair Sex on Equal Terms

OAKLAND, Nov. 5.—The Latham Terrace Improvement club has amended its constitution to admit women on equal terms of membership with men. This action was taken at a special meeting of the club called to consider the question.

With E. W. Hyden as chairman the club instructed B. Birch, the secretary, to ask the city council to order immediate action on the opening of Twenty-third, Twenty-fourth and Twenty-fifth avenues, the first-named avenue to extend to Hopkins street. W. S. Foss, R. E. Hummel and C. S. King, the visiting committee, reported other street openings under consideration as follows: Lilee avenue, by the Allendale club—W. E. Sansome, president; E. D. Southwick, secretary; Laurel avenue, on a direct line above Kansas street, by the Laurel Grove club—John Duffy, president; C. Hubman, secretary; Bryan, Hyde and Bona streets, by the "Tax Payers' club"—J. F. Hood, president; G. Zeb, secretary.

Peralta avenue to the Viehauer quarry, by the Hopkins Street Improvement club—G. J. Ernst, president; J. A. Heard, secretary.

The committee also reported that the United Improvement clubs at the next session will deal mainly with the proposed manual training and commercial high school site at Nineteenth street, W. E. Sansome is president and A. A. Leonard secretary.

WOMEN LEAD IN CITY REGISTRATION

2,500 Men Enrolled Trail 500 Behind Other Sex in Santa Barbara

[Special Dispatch to The Call]
SANTA BARBARA, Nov. 5.—The county clerk announced today that about 3,000 women have registered, while not more than 2,500 men are entitled to vote at the next municipal election in December.

The period for registration of voters closed at midnight Saturday and more than 500 women registered during the day. Nearly a dozen clerks made the rounds of every district.

It is believed there are many more men eligible to vote than women, but no campaign has been conducted to induce them to register.

The many women voters add to the doubt over the municipal election results. Recently the election board refused to place any of the women on the body and it is said the new voters propose to retaliate.

MOTORCYCLIST HURT—San Mateo, Nov. 5.—While riding at a high rate of speed along the Crystal Springs road on a motorcycle tonight, C. Crockett of San Francisco collided with a wagon and sustained injuries to his scalp and body which will keep him confined for two or three days.

WILSON LEAGUE PUTS WOMEN ON COMMITTEE

SACRAMENTO, Nov. 5.—The Woodrow Wilson League of Northern California, at its second meeting yesterday in this city, took the first step of its kind in the history of California political organizations, when it threw open its membership to women and decided that two women should be appointed to places on the league's executive committee. The league's organization was completed by the adoption of a constitution and bylaws. Extensive plans were laid for a campaign for members throughout the northern part of the state.

WOMAN WINS HUSBAND THROUGH HEROIC ACT

Figures in Camping Episode, Elopes With Spectator
[Special Dispatch to The Call]
SANTA BARBARA, Nov. 5.—Reginald Thomas, a rancher, son of Judge B. F. Thomas, and Mrs. Minnie Gutierrez eloped to Los Angeles Thursday and were married.

Thomas first met his bride a year ago at a camp in the Santa Ynez valley, where she was spending a few weeks with a party of friends. The woman one dark night was aroused by a mountain lion near her tent. She reached for a rifle and shot the intruder between the eyes.

This demonstration of courage captivated Thomas and he at once set out to win her as his bride.

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To build a truly artistic piano, one that will meet the highest requirements of the most exacting artist, that will maintain for a lifetime its elasticity, resonance and perfection of tone, that will stand, uncomplainingly, the terrific strain imposed by the concert pianist, is the goal sought for generations by all builders of high-class instruments—and with but one exception unattained.

Primarily, the decay of tone in a piano is due to one cause—the flattening of the arch or crown of the sounding-board.

The TENSION RESONATOR (Patented), as used exclusively in the

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sustains and supports the crown of the Mason & Hamlin sounding-board so perfectly that it not only insures the permanent perfection of the piano, but also it adds to the vibratory quality of the sounding-board to such a degree as to produce a tone of such rare sweetness, singing quality and purity as is found in no other piano in the world.

Mason & Hamlin pianos instantly compel the enthusiastic admiration of the true musician, and when once tried prove every claim made for their superiority, establishing a new standard of excellence which places them absolutely on the pinnacle of perfection. We cordially invite you to inspect them most thoroughly at our warerooms. When desired they may be purchased on easy payments.

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Baby's Voice
Every woman's heart responds to the charm and sweetness of a baby's voice, because nature intended her for motherhood. But even the loving nature of a mother shrinks from the ordeal because such a time is regarded as a period of suffering and danger. Women who use Mother's Friend are saved much discomfort and suffering, and their systems, being thoroughly prepared by this great remedy, are in a healthy condition to meet the time with the least possible suffering and danger. Mother's Friend is recommended only for the relief and comfort of expectant mothers; it is in no sense a remedy for various ills, but its many years of success, and the thousands of endorsements received from women who have used it are a guarantee of the benefit to be derived from its use. This remedy does not accomplish wonders, but simply assists nature to perfect its work. Mother's Friend allays nausea, prevents caking of the breasts, and in every way contributes to strong, healthy motherhood. Mother's Friend is sold at drug stores. Write for our free book for expectant mothers.
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