ART OF SELLING GOODS IS THEME

Harry N. Tolles of the Sheldon school of salesmanship addressed 75 leading retail merchants at the lunch of the down town committee of the Chamber of Commerce yesterday. He said in part:

"Let the public lose confidence in your business and you will be compelled to close your doors. The public deals more and more with the merchant who is square. Everything we do either adds to or detracts from the confidence the public has in us and our business.

"The clerk who sells only that for which he is asked is not selling at all, but merely filling orders."

Tolles declared that he was out of sympathy with the ordinary hire and fire plan of dealing with employes. "The employer's responsibility does not stop with the pay envelope. It is his duty to teach constructively so that he may avail himself of efficient qualities in his workers."

BOY THIEF PLEADS GUILTY—Thomas R. Hanrahan, 17 years old, pleaded guilty to stealing $148 from postoffice substation No. 13 yesterday in the United States district court. He will be sentenced this morning at 10 o'clock by Judge J. J. De Haven.

NIECE CONTESTS HER AUNT'S WILL

Mrs. Mary J. Mayfield yesterday began suit to break the will of Mrs. Caroline H. Bainbridge, owner and manager of a hotel at Valencia and Fourteenth streets and aunt of the contestant.

The greater part of the estate is left to Eugene Francis McCarthy, who with Policeman Edwin G. Gould assisted Mrs. Bainbridge in running the hotel. McCarthy is left $65,000 and he and Gould received half interests in the hotel. Mrs. Mayfield, who acted as housekeeper, was left $1,000.

Mrs. Mayfield declares that McCarthy and Gould exercised undue influence over Mrs. Bainbridge. Various educational institutions, judges and priests of Portland, Ore., where Mrs. Bainbridge accumulated her wealth, were left bequests.

The case is on trial before Judge J. V. Coffey.

JESSE BRYAN ESTATE VALUED—Letters of administration were asked yesterday in the Superior court on the estate of Jesse W. Bryan, the attorney who was killed by an automobile last January in front of the Palace hotel. The petition is filed by Bryan's mother, Sarah A. Bryan. The estate consists of two notes signed by William S. Tevis for $2,500 each, and bills for professional services, bringing the value of the estate to $6,000.

CAPITALIST FROM PITTSBURG DIES

James Moren, a capitalist of Pittsburg, died yesterday at the St. Francis after a protracted illness. His wife was with him when the end came and the body will be sent to his home in Pennsylvania.

Moren came west about three weeks ago in search of health. He was failing rapidly from a kidney disorder and almost immediatly went to a hospital. He returned a few days ago to his hotel and last evening suffered a relapse. Dr. Edward McConnell attended him.

Moren was one of the pioneers in the shipping business along the Ohio river, and controlled a number of freight and passenger river boats plying between Pittsburg and New Orleans. He accumulated a large fortune and was preparing to spend his last days in California when death overtook him.

SUIT FOLLOWS AUTO ACCIDENT—J. Lund, whose 9 year old son, Philip, was killed by an automobile March 29 in front of the Lund home at 1511 Baker street, yesterday filed suit for $20,000 damages against Fred L. Lezinsky. The father asserts that the defendant was driving the machine in a reckless and careless manner.

BROTHERS MEET AFTER 20 YEARS

As the result of a remark caused by the peculiar spelling of a name, two brothers separated for twenty years, who had lost all track of each other were united at the office of the New England association, 411 Phelan building, yesterday.

Lawrence H. Cody of Lexington, Mass., who has lived in San Francisco for the last 15 years, went to the association's office to apply for membership. While chatting with officials he remarked that his was an unusual New England name. He was told that another man, John T. Cody by name, had been there only the day before.

Cody immediately got in touch with the other man by telephone and discovered that he was his brother who had remained in New England when the other came west. John T. Cody has been in San Francisco for three years.

GOFF AND CATOBUS FINED—Grove Goff and Lawrence C. Catobus, who pleaded guilty to having counterfeiting molds in their possession, were each fined $50 yesterday by Judge J. J. De Haven in the United States district court.

COURT EXONERATES OFFICIALS OF R. R.

Police Judge Shortall yesterday dismissed the charges of obtaining money under false pretenses preferred by John R. Richards against F. M. Meigs and Albert B. Dodd, officials of the Fresno and Eastern railroad.

The defendants were fully exonerated by the court. Richards testified that he invested $2,500 on November 27, 1911, in the corporation on the representations that the railroad had the right of way along the Southern Pacific tracks in Fresno county. He was given oil stock, said to be worth $6,000, as security by Meigs and Dodd.

Richards asserted that the oil stock was worthless. This statement was disapproved to the satisfaction of the court and the cases accordingly were dismissed.

Yosemite Sleeper

via Southern Pacific for the National Park direct without change, daily from San Francisco Ferry Station on 9:40 p. m. train.

For details, Summer Excursion Rates, etc., ask Agents Southern Pacific. Ticket offices: Flood Building, Palace Hotel, Market St. Ferry Station, San Francisco; Broadway and Thirteenth street, Oakland.

MERCHANTS TO TAKE VALLEY AUTO TRIP

Possibilities of Sacramento and San Joaquin to Be Shown

[Special Dispatch to The Call]

VALLEJO, May 8.—In order to familiarize prominent business men of Vallejo in the possibilities of the Sacramento and San Joaquin valleys the booster committee of the Merchants association is preparing to run an automobile excursion through that country May 19 and 20. About 15 machines will make the trip down through the San Joaquin valley with Modesto as the destination. The return trip will be by way of the Sacramento valley.

ARROW SHIRTS

Are made by the makers of Arrow Collars

Of exclusive fast color patterns in correct and faultless fitting styles

$1.50 and $2.00

CLUETT, PEABODY & CO.

Summer Resorts

CITY SUBSCRIBERS WHO DESIRE THE CALL MAILED

TO THEM AT SUMMER RESORTS OR OTHER OUT OF TOWN PLACES WILL PLEASE NOTIFY OFFICE, GIVING PRESENT ADDRESS AND LENGTH OF TIME DESIRED SENT TO NEW ADDRESS. ON RETURNING PLEASE NOTIFY OFFICE, IN ORDER THAT SERVICE BY CARRIER MAY BE RESUMED

SONOMA COUNTY

SKAGGS HOT SPRINGS

VELVET BATH AND BEST TABLE

Nine miles from Geyserville, Sonoma Co. Two trains daily. Fare $4.60 round trip, including stage; automobile if desired. Natural hot mineral water at a temperature of 135 degrees, cures Rheumatism, Kidney, Liver and Stomach troubles. Baths free. Swimming, hunting, fishing, livery, box ball, tennis, etc.; music and dancing. Table the best; ask any guest. Rates $12 to $16 per week. Write for booklet and reservations to PETER J. CURTIS, Skaggs, Sonoma Co., Cal., or Peck-Judah Co., 687 Market st.

When communicating with this resort please mention The San Francisco Call.

THE GEYSER HOT SPRINGS

Under New Management and Thoroughly Renovated

Address C. G. Bolsdorff, THE GEYSERS, CAL.

When communicating with this resort please mention The San Francisco Call.

HOME FARM

¼ mile from Agua Caliente; meets guests; bathing, tennis court, croquet; our own dairy; best accommodations; special rates to families; ideal spot of Sonoma valley. Particulars, J. B. MORRIS, Agua Caliente.

When communicating with this resort please mention The San Francisco Call.

AGUA CALIENTE SPRINGS

Two hours' ride, via N. W. Pac. and S. P. Rys.; NO STAGING. Hot sulphur water, swimming tank, tub, plunge and electric light baths for rheumatism, liver and kidney complaints, stomach troubles. Games, amusements, dancing, music, livery, autos, long distance phones and postoffice in hotel. Reasonable rates; terms to families. Write for booklet and rates to THEODOR RICHARDS, Agua Caliente, Sonoma county, Cal. Information PECK-JUDAH CO., 687 Market st., S. F.

When communicating with this resort please mention The San Francisco Call.

THE GABLES

Sonoma county's ideal family resort, just opened to the public. Excellent table, supplied from our dairy and farm. Dancing, tennis, games. Bus to hot baths and trains daily at Verano station. Mineral hot baths and swimming tank. Rates $2.50 per day, $12 and up per week. Open year around. Address H. P. MATHEWSON, Sonoma City P. O., Cal.

When communicating with this resort please mention The San Francisco Call.

HOTEL MERVYN

Most beautiful and up to date resort in Sonoma valley. Open for guests. All conveniences. Table unsurpassed. Boating and bathing. Write for booklet. MORRIS LEVY, Glen Ellen, Sonoma county, Cal.

When communicating with this resort, please mention The San Francisco Call.

Lawrence Villa Park

Sonoma family resort. Dancing hall. Bus daily to hot springs, $1 per day, $7 per week. Everything to make a resort homelike. Address Sonoma, Cal.

When communicating with this resort, please mention The San Francisco Call.

BELLEVUE HOTEL

Family summer resort. Bus to Boyes Springs daily. Rates $8 per week. For particulars address or telephone O. C. Benjamin, prop., El Verano P. O., Sonoma county. FOLLOW THE CROWD.

When communicating with this resort, please mention The San Francisco Call.

GLEN RITA HOTEL, Monte Rio

New, up to date hotel, on new location; one block from depot. Tents if desired. Excellent table. Rates $10 to $14 per week. Cottages for rent. Address WM. C. HEALY, Monte Rio P. O., Sonoma county, Cal.

When communicating with this resort, please mention The San Francisco Call.

TENTS

HAMMOCKS, CAMP FURNITURE, LAWN SWINGS, BEACH CANOPIES

"SOLID COMFORT"

COUCH HAMMOCKS

ARMY COTS, BLANKETS, ETC.

AWNINGS AND DROP CURTAINS

For Sleeping Porches, Verandas, etc.

FLAGS, PENNANTS

W. A. PLUMMER MFG. CO.

87 Front St. cor Pine., San Francisco

SONOMA COUNTY

Mark West Springs

Trains leave S. F. twice daily to Fulton, where stages connect. Round trip, $3.75, including stage. Excellent table. Hot mineral baths. All kinds of sports. Address MRS. M. MULGREW, Fulton, Cal., or address PECK-JUDAH CO., 687 Market st., San Francisco.

When communicating with this resort please mention The San Francisco Call.

FETTERS'

HOT SPRINGS

Natural hot mineral springs. Bathhouse 50 feet from hotel and cottages. New garage, electric lights, hot and cold mineral water in every room. Swimming, hunting and fishing. Orchard, vineyard and dairy. Two blocks from station. Auto and bus meet all trains. Buy ticket to Agua Caliente via N. W. P. or S. P. Address GEO. FETTERS, Fetters' Hot Springs, Agua Caliente, Sonoma county, Cal.

When communicating with this resort please mention The San Francisco Call.

CARR'S NEW MONTE RIO HOTEL

NEAREST TO STATION AND RIVER.

New, modern hotel, first class in every detail and equipped with every modern convenience. Swimming, boating, canoeing, fishing, launching, horseback riding and driving. Address C. F. CARR, Monte Rio, Sonoma Co., Cal.

When communicating with this resort please mention The San Francisco Call.

OAKS HOTEL

Open all year. New and up to date. Verano station. Bus meets all trains; $8 per week. Children under six half rate. P. O. box 40A. Phone Sub. 101. MRS. B. FARRELL, Prop.

When communicating with this resort, please mention The San Francisco Call.

RIVERSIDE RESORT

Country home, ¼ mile from Guerneville. Ideal spot. ½ mile of river frontage; $10 to $12 per week. For particulars, MRS. H. A. STAGG, proprietor, Guerneville, Sonoma county.

When communicating with this resort please mention The San Francisco Call.

EL VERANO VILLA

A country resort for families. Open year round. Good fishing and hunting. Dancing pavilion. Hot mineral baths. Rates $7 per week. For particulars write to EL VERANO VILLA, El Verano, Cal., or PECK-JUDAH CO., 687 Market st., S. F.

When communicating with this resort please mention The San Francisco Call.

HEIDELBERG HOTEL

Ideal Family Resort

Two hours from city. Comfortable, convenient. German home cooking. Near 3 hot springs. Rates $7 and $8; children according to age. Bus meets all trains. Telephone Suburban 44. Address JOE WEINTZEL, proprietor, Agua Caliente, Cal.

When communicating with this resort, please mention The San Francisco Call.

SHASTA SPRINGS

HOTEL AND COTTAGES

Fine fishing within five minutes' walk of the hotel.

Excellent swimming tank in the open air under towering pines.

Music in dining room during meals and in pavilion evenings for dancing.

Beautiful trails under shady trees.

Automobiles and saddle horses, golf links. Other amusements.

First class table.

For rates and reservations address

SHASTA SPRINGS HOTEL CO.

SHASTA SPRINGS, CAL.

When communicating with this resort, please mention The San Francisco Call.

Those who are seeking a most delightful place to spend a few weeks in California, should go to

KLAMATH HOT SPRINGS

BESWICK, SISKIYOU COUNTY

Fine fishing, hunting, mineral baths and mountain climate. Particulars from EDSON BROS., Props.

When communicating with this resort please mention The San Francisco Call.

SEIDELL'S AUTO STAGE LINE

Running from Williams to Colusa, meets all trains. Commercial trade solicited. Autos for hire day or night at reasonable rates. Come to our garage with all your auto troubles. We can repair anything.

When communicating with this resort please mention The San Francisco Call.

French Restaurant—Fine French cuisine. Specialties—Mussels, Clams a la Bordelaise, Crabs, Farcis; rooms. Address P. Perodeau, Inverness, Cal.

LAKE COUNTY

THE QUEEN OF LAKE COUNTY RESORTS

HIGHLAND SPRINGS

Open the year round. Strictly first class management. Information and booklets at Peck-Judah's, 687 Market st. For particulars address W. H. Marshall, Prop., Highland Springs, Lake Co., Cal.

When communicating with this resort please mention The San Francisco Call.

MAKE LAKE COUNTY

BY THE SCENIC ROUTE

New 25 passenger Auto Stage just completed, reducing time en route one-half and only slight increase in fare over horse stage rates. Also easy carriages and careful drivers. Grand mountain scenery. Round trip from S. F., including horse stage to Harbin and Anderson, $7; to Adams, Siegliers, Bonanza, Hobergs, Howards, Castle, Spiers and Glenbrook, $9. Stages leave Calistoga 11:30 a. m., Sundays excepted. Half hour for lunch at Calistoga Hotel. 50 pounds baggage allowed. Tickets on sale at S. P. Office. WM. SPIERS, Prop., Calistoga, Cal.

The Springs That Made Lake County Famous

ADAMS

By its cures of Stomach, Liver and Kidney Complaints. Located in the midst of a 5,000 acre pine forest. Altitude, 3,300 feet. For further information write Dr. W. R. Prather, or call at Peck-Judah Bureau of Information, 770 Market st. Buy your ticket of the Southern Pacific and follow the crowd.

When communicating with this resort, please mention The San Francisco Call.

CALLAYOMI HOTEL

Middletown. Rates $2.00 per day. A home place for home people. Headquarters for commercial men. Address T. M. Harris, Middletown, Lake county, Cal.

When communicating with this resort please mention The San Francisco Call.

SARATOGA

Springs; 15 different mineral springs; positive cure for Liver, Kidney and Stomach troubles. Now open. Address J. MARTERIS, Bachelor P. O., Lake County, Cal.

When communicating with this resort please mention The San Francisco Call.

Anderson Springs

Did the business in Lake county last year. Open May 1. Address MISS ROSE ANDERSON, Anderson Springs, Middletown, Lake county, Cal. Rates $10 to $12.

When communicating with this resort, please mention The San Francisco Call.

LAKEVIEW HOTEL

LAKEPORT, LAKE CO.—Leading and best appointed hotel in town. Headquarters for automobile touring parties and commercial men. Phone Main 1. GEO. BEEBE, Prop., Lakeport, Cal.

When communicating with this resort please mention The San Francisco Call.

Seigler Springs

Natural hot baths for rheumatism, etc. Swimming pool. Baths free to guests. Fine livery. Rates $10 to $14 per week. SEIGLER SPRINGS CO., E. A. Work, Mgr., Seigler, Lake Co., Cal.

When communicating with this resort please mention The San Francisco Call.

CAMPING

SPIERS SPRINGS—Lake county's favorite camping resort; just the place for those who like to rough it. Camping privileges $1 per week. Spring water free to campers. Address JOSHUA SPIERS, Middletown, Lake Co., Cal.

When communicating with this resort please mention The San Francisco Call.

"MIRA VISTA RESORT"

Opens May 1. Rates $7 per week. Headquarters for autos. Stop and have a chicken dinner. Write for folder to H. G. RICHMAN, Middletown, Lake county, Cal.

STOP AT HOTEL CALISTOGA

A beautiful summer and winter resort. The only hotel in California having hot sulphur baths adjoining rooms. Sulphur swimming tank, 50x80. The famous Calistoga mud baths. Stage headquarters for all Lake county points; 40 minutes for lunch before leaving. OWEN KENNY, Proprietor.

Lake County Automobile Transportation Co.

Passengers carried by Automobile and Stages from Pieta to Highland Springs, Lakeport, Kelseyville and Upper Lake. Fine mountain scenery over this line. (Special all rail and auto round trip tickets, San Francisco to Bartlett Springs and return, only $18, including trip across beautiful Clear Lake). Extra auto charge in addition to stage from Pieta to Highland Springs $1.50, to Lakeport $1.50. Tickets on sale at Northwestern Pacific Railroad Company, Ferry building, and 874 Market street, San Francisco.

NORTH SHORE

Vacation 1912

A Handbook of

Summer Resorts

Along the Line of the

Northwestern Pacific Railroad

This book tells by picture and word of the many delightful places in Marin, Sonoma, Mendocino, Lake and Humboldt Counties in which to spend your Vacation—Summer Resorts, Camping Sites, Farms and Town Homes.

Copies of Vacation 1912 may be obtained at 874 Market St. (Flood Building), Sausalito Ferry Ticket Office, or on application to

J. J. GEARY, G. P. & F. A.

808 Phelan Building

San Francisco

MT. TAMALPAIS SANITARIUM

The place for your vacation. Ideal location, beautiful environment, enchanting view. Good service. Rates $10 per week. Only 40 cents round trip from the city. Address SANITARIUM, Mill Valley, Cal. Long distance phone.

When communicating with this resort, please mention The San Francisco Call.

INVERNESS STAGE LINE

Livery and Auto Service to All Points and Point Reyes Emporium

Finest turnouts of all descriptions, with thoroughly competent drivers. Rates very reasonable. All kinds of draying to all points. Building material of all kinds and general merchandise. Campers, sportsmen and auto parties supplied at city prices. P. F. SCILACCI, Proprietor, Point Reyes Station, Marin county, Cal.

ELIM GROVE HOTEL

AT CAZADERO BIG TREES

Rates $2 per day, $12 to $14. First class accommodations. Hunting, fishing. L. EDWARDS, Prop., Cazadero, Cal.

When communicating with this resort please mention The San Francisco Call.

ORCHARD HOME HOTEL

Entirely renovated; under new management. An ideal family resort. On Russian river, six miles from ocean beach. Rates $2 per day, $12 per week. Write for reservations to MANAGER, DUNCANS MILLS, CAL.

When communicating with this resort please mention The San Francisco Call.

CAMPING

GUERNEWOOD PARK, on Russian river; fishing, boating, bathing, bowling; tents and cots rented. Write for circular. HAROLD A. McLEAN, Manager, Guerneville.

When communicating with this resort, please mention The San Francisco Call.

TRAINS STOP AT MILLER'S RETREAT SUMMER RESORT

Sausalito ferry and N. W. P. railroad. Cazadero redwoods, Sonoma county. Season May 1 to Nov. 1. Tenting, fishing, hunting and bathing. Dancing pavilion; good floor, good music. Rates $9 per week. MRS. A. L. MILLER, Prop.

When communicating with this resort please mention The San Francisco Call.

REDWOOD GROVE, Guerneville

¾ mile from station. Beautiful scenery; all kinds of fruits and berries; good home cooking; convenient and comfortable; near Russian river. Address THORPE BROS., box 141, Guerneville, Cal. Rates $10 and $11.

When communicating with this resort, please mention The San Francisco Call.

Reduced Round Trip Rates to

PASO ROBLES HOT SPRINGS

Excellent train service. Curative hot mineral waters, mud baths, golf course, outdoor sports, indoor amusements, orchestra. This is the wildflower season.

When communicating with this resort, please mention The San Francisco Call.

SANTA CRUZ

MOUNTAIN VIEW RANCH

AND COTTAGES—In the mountains near Santa Cruz. First class table, clubroom, dancing pavilion, bowling, new concrete swimming tank, croquet. Rates $9 to $12; carriage fare, round trip, $1.25. Phone S R 2. See Peck-Judah, 687 Market st., or address MRS. E. M. PHILLIPS, Prop., Santa Cruz, Cal.

When communicating with this resort, please mention The San Francisco Call.

FORDE'S REST

Heart of Santa Cruz mountains. Surrounded by two beautiful trout streams. Bathing, woods; a picturesque place. Good home cooking; $8 weekly, 2½ hours from S. F. Round trip season tickets, $3.50. W. C. FORDE, Eccles, Cal.

When communicating with this resort, please mention The San Francisco Call.

STAFFORDS

The Resort of the Santa Cruz Mountains

Address W. V. Stafford, Soquel, Santa Cruz county, Cal. Information, Peck-Judah Co., 687 Market st., San Francisco.

When communicating with this resort, please mention The San Francisco Call.

HOTEL ROWARDENNAN

BEN LOMOND, CAL.

In the Santa Cruz mountains, by the sea. Now open. For information and booklet write J. M. SHOULTS, Prop., Ben Lomond, or Peck-Judah's.

When communicating with this resort, please mention The San Francisco Call.

BUENA VISTA

SUMMER HOME in Santa Cruz Mts., near Eccles. First class table, fresh vegetables, eggs, chickens, spring water. Good rooms, tents. Modern conveniences; $9 to $10 week. Tents, $9 and $10 per month. Address H. P. GAUB, Eccles, Cal.

When communicating with this resort, please mention The San Francisco Call.

HOTEL DE REDWOOD

Among the giant redwoods in the prettiest spot in the Santa Cruz Mts. Dancing, tennis, swimming. Good table. New management. Rates $10 to $12. Address W. H. HAUSER, Wrights P. O., R. R. station Laurel.

When communicating with this resort, please mention The San Francisco Call.

CARMEL-BY-THE-SEA

PINE INN

A home place for refined people. Rates $12 to $17.50. Under new management. Comfortable cottages and tents. Address MANAGER.

When communicating with this resort, please mention The San Francisco Call.

"FOUNTAIN OF LIFE"

JONES HOT SULPHUR SPRINGS

Hottest and Strongest Water in California.

Sure cure for rheumatism, malaria, poison oak, all skin and blood diseases. Rates $9 to $12 per week. Stage connects at Williams, Cal. Pamphlets at Bryant's Bureau, 656 Market st., San Francisco, or write to TILDEN JONES, Prop., Sulphur Creek, Colusa county, Cal.

When communicating with this resort, please mention The San Francisco Call.

WILBUR AND JONES SPRINGS STAGE LINE

Leaving Williams after arrival of north and south bound trains. Auto stage, passenger and mail service. Horse stage running in connection. Daily trips from May 1 to Nov. 1. Stage headquarters, Harlan & Manor's office. Phone 13 W, Hotel Block. For reservations and particulars, address HARLAN & MANOR & WOODS, Williams, Cal.

When communicating with this resort please mention The San Francisco Call.

NAPA VALLEY

NAPA SODA SPRINGS

Under new management. This beautiful health and pleasure resort has done wonders and is highly recommended by leading physicians of S. F. for the benefit and cure of stomach, liver and kidney trouble. Rates from $10 to $18 per week, including baths. Round trip tickets, including auto to springs, by S. P. Co. $3.50, and Monticello Steamship Co. $3. Our auto makes connections at Napa. Open all the year round. Send for booklet. J. H. FIEGE & SON, proprietors, or Peck-Judah Co.

When communicating with this resort please mention The San Francisco Call.

VALLEJO WHITE SULPHUR SPRINGS

NEAREST SULPHUR SPRINGS TO SAN FRANCISCO

All kinds of amusements. Terms reasonable. Automobile service. Address M. MADRID, Prop., Vallejo, Cal., or Peck-Judah Co., 687 Market st., or S. F. Call.

WILSON'S INN

A delightful home in the mountains; elevation 1,900 feet; 12 miles from Napa; pure air and water; fruit, milk, cream and vegetables; phone, gas; $8 to $12 per week. Address Atlas, Cal.

When communicating with this resort please mention The San Francisco Call.

TOLAND HOUSE

Howell mountain, near St. Helena; open year round; beautiful scenery; pure spring water; home cooking; $6 a week. Particulars address THOS. McQUIE, Toland House, St. Helena.

When communicating with this resort please mention The San Francisco Call.

HOWELL MOUNTAIN, WOODWORTH'S

On east side, near the summit. Fine climate, orchards, etc.; swimming tank 32x71 ft.; residence 37 years, twelfth year of summer resort. Three or four days for answer by mail. WOODWORTH & MULLER, St. Helena, Cal.

When communicating with this resort, please mention The San Francisco Call.

ALTA LOMA

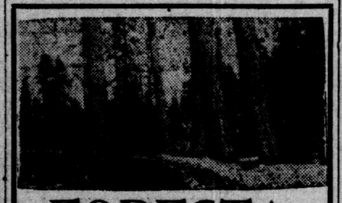
On Howell mountain. Milk, cream, fruits and garden, $9 per week. Rates to families. Daily mail. For booklet address D. B. HAMPTON, St. Helena, Napa county, Cal.

When communicating with this resort please mention The San Francisco Call.

SEQUOIA SUMMER RESORT

Theo. Gier's ranch, Napa, 8 miles from Napa, only 3 hours from San Francisco. Daily mail service. Fine mountain water. Fresh dairy products. Fine lakes. Rates $9 per week up. New dancing pavilion. Address F. WOLFF, P. O. box 120. Phone Napa 18146.

When communicating with this resort, please mention The San Francisco Call.



FORESTA

Something New in The Yosemite National Park

WATCH THIS SPACE

When communicating with this resort please mention The San Francisco Call.

DUNCAN SPRINGS

Now open. Rates from $11 upward per week. Write for particulars. Address HOWELL BROS., Hopland, Mendocino county, Cal.

When communicating with this resort please mention The San Francisco Call.

In All the World No Waters Like These.

WILBUR

HOT SULPHUR SPRINGS

Write J. W. Cuthbert, Wilbur Springs, Cal., or PECK-JUDAH CO., 789 Market st., S. F.

When communicating with this resort please mention The San Francisco Call.

HOTEL HAYWARD

Summer and Winter resort for tourists and families; tennis lawn and croquet grounds. Special catering to auto parties; free garage. Phone Main 100. Rates $2 per day. Address ZIMMERMAN & SON, Proprietors, Hayward, Cal.

When communicating with this resort, please mention The San Francisco Call.

MONTEREY

PARAISO HOT SPRINGS

California's Real Paradise

Only 4 hours from San Francisco. Wonderful natural hot soda and sulphur, guaranteed for rheumatism, liver, kidney and all stomach troubles. Expert masseurs. Rates $12 to $16, including baths. Round trip $6.25, including auto. Autos running daily. Booklets PECK-JUDAH.

H. H. McGowan, Prop. and Manager, Paraiso Springs, Monterey County

When communicating with this resort please mention The San Francisco Call.

HOTEL DEL CORONADO

CORONADO BEACH, CALIFORNIA

Special weekly rates. First class in every respect. Our own water-distilling and purifying plant insures good water. House swept and cleansed by the vacuum system. Most equable climate in the world. Golf, Tennis, Deep Sea and Bay Fishing, Bathing. Write or telegraph (our expense) for rates or rooms. Motor boats meet all passengers on arrival of Pacific Coast S. S. Company's steamers and bring them direct to hotel.

H. H. NORCROSS, General Agent

334 SOUTH SPRING STREET

LOS ANGELES, CALIFORNIA

When communicating with this resort please mention The San Francisco Call.

Among the PINES / THE OAKS

SIERRA'S BEST RESORT

No Consumptives

Elevation 2024

During our third season we are prepared in every way to give the best satisfaction to our patrons. Our large vegetable gardens, dairy, poultry yard, berries and fresh fruit from the fields and trees. Everything sanitary and modern. Tennis, bowling, shuffle board, pool and billiards, croquet, livery. Two running water swimming pools. Large pavilion. One mile from station. Round trip from San Francisco, $5.35. Rates $10 to $14 per week. Booklets on request. Write or phone Al Kuhn, Applegate, Cal., or Peck-Judah, 687 Market street.

When communicating with this resort please mention The San Francisco Call.

ST. HELENA White Sulphur Springs

Incomparable natural surroundings. Finest sulphur bath. Table the best. MR. AND MRS. JOHN SANDFORD, Managers.

When communicating with this resort please mention The San Francisco Call.

Gilroy Hot Springs

SANTA CLARA COUNTY

Always open. Full information and folders, PECK-JUDAH, 687 Market, S. F., Cal., or W. J. McDONALD, Proprietor.

When communicating with this resort please mention The San Francisco Call.

A Trip on the Pacific

FOR YOUR VACATION

Escape the hot Summer and avail yourself of the perfect weather of June, July and August on the Pacific Ocean. It is delightful sailing the day long on the splendid steamers of the OCEANIC LINE. The fares are low. Liberal limits and stops. $110 round trip to HONOLULU from SAN FRANCISCO. $240 round trip to SAMOA via Honolulu. $300 round trip to SYDNEY, Australia. 19 days from SAN FRANCISCO. SYDNEY is the most beautiful and healthy city in the world. Round the world $600 1st class; $375 2d class; via Ceylon and Mediterranean (stopovers). Sailings June 1, 22; July 2, 16, 30, etc. Write or wire OCEANIC S. S. CO., 673 Market Street, San Francisco.

U. S. ARMY

TENTS

BLANKETS, COTS, HAMMOCKS

SPIRO HARNESS CO.

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