

WOMAN'S WORLD



The Smart Set

SOCIETY is divided into two classes. Those who reduce and those who do not. Strange to say, they can't be distinguished. This is because so many of those in the second class ought to be in the first. But go on cheerfully unreduced among the slender, who never concern themselves scientifically with diet and dancing. It's sheer indifference to weight.

One of these serene figures, an amiable person who doesn't care whether she weighs 200 or 210, was persuaded to go to Marienbad last year. The line of least resistance in Marienbad is to do as every one else does. Drink from one spring at 8 a. m. Walk for an hour. Take a light dejeuner. Walk for an hour. Drink from another spring. And so on. Light dinner somewhere between. The inevitable result is reduction. Thus the complacent lady of weight found herself losing. It interested her. Mildly at first. Then keenly as she counted the loss. At 180 she had an inspiration and wrote to San Francisco to tell them she had lost 40 pounds, and believed she would soon be in a condition to begin to reduce. It had seemed hopeless theretofore.

Six San Mateo matrons, determined to reduce, are emulating Annette Kellerman. Twice every week they come to town for an hour in a tank. It's an awfully good idea, as authorities agree. Grace and slenderness are the end, and Mrs. Tabot, Mrs. Spilvao and four others are pursuing it. They're graceful as it is, but not straight up and down enough.

But while they continue graceful, and are determined to reduce, they don't lose an ounce. Some one suggested it might be the luncheons that follow swimming, and it might. Twice a week after the hour in the tank they spend another hour over the menu. They are hostesses in turn at the Cliff house, and of course they're ravenous appetites after the drive to town and the exercise of swimming, and take everything down to dessert. They told Doctor Blank about it the other day. He said if he had a patient to build up, he'd tell her to do as they were doing, and be certain she'd gain. Twenty pounds in no time. He said they ought to walk to town, or part of the way. Swim for an hour and walk again, with some uninteresting and insufficient refreshment like rare roast beef. Then they might lose.

Not an attractive manner of reducing. It didn't appeal to the six. So they are going on with their delightful luncheons twice a week and tank sea water bathing for an appetizer.

In honor of Malcolm Whitman, the fiancé of Miss Jeanette Crocker, Henry T. Scott entertained 20 guests at luncheon yesterday. The affair was held at the Pacific Union club. The guests included the most intimate friends of Miss Crocker's father, the late Colonel Charles Frederick Crocker, as it is Scott's intention to cement the friendship between them and her future husband. Those who enjoyed Scott's hospitality were:

Wm. Whitman Sr. (Chas. B. Alexander)
Judge W. C. Morrow (E. O. McCormick)
Judge W. C. Van Sleet (Edgar C. Pope)
William H. Crocker (Chas. E. Green)
D. W. Easton (Walter S. Martin)
Jerome A. Hart (Ansel M. Weston)
M. Q. Quay (Wm. Mayo Newhall)
William Babcock (Edward W. Howland)
Richard H. Pease (Timothy Hopkins)

Colonel and Mrs. Lea Feibiger of the Sixth United States infantry, accompanied by their daughter, Mrs. Cecil Marrack, and her three little daughters, arrived in this city from Manila, P. I., yesterday. The party made the trip on the army transport Sherman, which left the island via Nagasaki and Honolulu, June 15. Colonel Feibiger will be stationed at the Presidio of San Francisco. Mrs. Marrack will make her home with her parents at the post.

Mrs. Mayme McNutt Potter is the guest of her law and sister, Mr. and Mrs. David Brown, at their home in Colorado. Mrs. Brown was Miss Ruth McNutt of this city.

AMUSEMENTS

Columbia
FREE LEADING PLAYBOYS
Geary and Mason
THIS AND NEXT WEEK
NIGHTLY INCLUDING SUNDAY
MATINEES WEDNESDAY AND SATURDAY
POPULAR, PROGRESSIVE MUSICAL COMEDY.

LOUISIANA
OU
With the Original Company.
BARNEY BERNARD
SOPHIE TUCKER
And Threescore Comedians, Singers and Dancers.
Evenings and Saturday Matinee, \$1.50 to 25c.
Barnum's Machine Wednesday—25c to 1c.
Soon—The JAMES K. HACKETT Season.
Famous Players—All New Plays.

Savoy
Mr. Market
Eunice
Market 130
Phone 2252
Chas. H. Muehlman, Mgr.

FOLLOW THE THRONG!
Mat. Daily at 2:30—Nights at 8:30
CARNEGIE MUSEUM
ALASKA-SIBERIA
MOTION PICTURES
Accompanied by an
Interesting Explanatory Lecture
ROPPING BIG GAME
At the TOP OF THE WORLD!
PRICES—50c to 25c. Children, 10c.

1789 1912
Liberty—Equality—Fraternity
Celebration of the 123rd Anniversary of the
FALL OF THE BASTILLE
Under the Auspices of the French 14th of July Society, Inc.
The Hon. Henri Meron, Consul General of France, Honorary President of the Day.
GRAND BALL ALL NIGHT
at the
AUDITORIUM PAVILION
Page and Fillmore streets.
SATURDAY EVENING, JULY 13th
(Grand March at 9 o'clock.)
General Admission 50 cents; Children under 12 Free.
Literary Exercises—Sunday Afternoon in Scottish Rite Hall.

LURLINE
RUSH AND LARKIN STREETS
OCEAN WATER BATHS
Swimming and Tub Baths
Salt water direct from the ocean. Open every day and evening, including Sundays and holidays, from 6 a. m. to 10 p. m. Spectators' gallery free.
April 1 to October, inclusive, baths open 6 a. m. to 10 p. m.
Natorium reserved Tuesday and Friday mornings from 9 o'clock to noon for women only.
"Filtered Ocean Water Plunge"
COMFORTABLY HEATED
Constantly Circulating
Hot Air Hair Dryers, Electric Curling Irons and Shampoo Room for Women Bathers Free.
BATH TUB BATHS, 214 CLAY ST.

AMUSEMENTS
Cyphum
OF FARRELL, ST. STOCKTON & POWELL
Safest and Most Magnificent Theater in America.
MATINEE TODAY AND EVERY DAY
MARVELOUS VAUDEVILLE
DAVID BELASCO Presents MARIME BUTTERFLY
the Act Play by David Belasco, Based on John Luther Long's Japanese Story, BROWN and BLYER.
"Just Entertainers," O'NEILS SISTERS and CO., 3 girls on the wire, HONORS and LE PRINCE, French Pantomime Gymnasts; RAY L. BOYCE, in Ecceville Character Sketches; GRAHAM MOFFAT'S SCOTCH PLAYERS; FIVE PIRSOFFS; NEW DAYLIGHT MOTION PICTURES; Last Week—Great Laughing Hit, GEORGE EVANS, "The Honey Boy."
Mat. Prices, 10c, 25c, 50c, 75c; Box Seats, \$1. Mat. Prices (except Sundays and Holidays), 10c, 25c, 50c. Phone—Douglas 70, Home C1570.

CORT Leading Theater
ELLIS and MARKET
Phone—Sutter 2469
BRING THE CHILDREN
Mat. Daily at 2:30. Every Night at 8:30
THIS WEEK AND NEXT ONLY
**PAUL J. RAINEY'S
AFRICAN HUNT**
Most Marvelous Motion Pictures Ever Taken.
Two Hour Entertainment—Special Lecture.
Prices—25c and 50c.

ALCAZAR O'Farrell St. Powell
Phone Kearny 2
Home Phone C1425
Mat. Tomorrow—Last 3 Nights
FAREWELL APPEARANCES OF
RICHARD BENNETT
and MABEL MORRISON in
THE LION AND THE MOUSE
PRICES—Night, 25c to \$1; Matinee, 25c to 50c
MAT. THURSDAY, SATURDAY, SUNDAY
NEXT WEEK—BESSIE BARRISCALE
"THE ROSE OF THE RANCHO"

CONCERTS, SKATING, ETC.
SKATE AT COLISEUM
Baker and Oak Streets
TONIGHT—TONIGHT
LADIES' FANCY SKATING CONTEST

Olympian Games Attract Society Folk in Europe



Mrs. Drummond MacGavin, society leader of San Francisco, who is attending the Olympiad in Stockholm with her husband.

AMONG the well known San Francisco society folk who are attending the Olympic games in Stockholm are Mr. and Mrs. Drummond MacGavin, who, with their little daughter, left California in May to spend the next three years in Norway.

Mrs. MacGavin was formerly Miss Helen Baker of this city and is a sister of Miss Dorothy Baker and of Leavitt, Herbert and Philip Baker. The MacGavins will make their home in Spitzbergen, where Drummond MacGavin's mining interests are centered.

Mr. and Mrs. Louis Montegale, accompanied by their sons, Paige and Kenneth Montegale, Mr. and Mrs. Clement Tobin and Mrs. Charles W. Clark, are also among the travelers who are in Stockholm at present.

river in San Francisco yesterday and are guests at the Hotel Fairmont. They will leave tomorrow for Burlingame, where they will be the guests of Miss Jennie Crocker.

Mrs. Kathryn Spinney and her daughter, Miss Helen Spinney, are passing a few weeks in Pacific Grove.

Mr. and Mrs. Arthur Chesebrough are the guests of the latter's parents, Mr. and Mrs. William Mayo Newhall, in Palo Alto.

William Watt and a party of friends, who have been enjoying a motor tour in Napa valley, have returned to San Francisco.

Mrs. Athole McBean and her son, Peter McBean, will come from Auburn

WOODMEN TO DANCE—Alameda, July 11.—The local camp of Modern Woodmen of the World will hold a shirt waist dance in Moose hall, Park street, tomorrow night.

ART CRITIC IS ALUMNI GUEST

BERKELEY, July 11.—Dr. Maria L. Sanford, professor emerita of the University of Minnesota, here to lecture on ancient art at the University of California summer session, was the guest this evening at a reception given at the Shattuck hotel by alumni of Minnesota.

The reception committee was composed of Mr. and Mrs. Walter A. Chosen, Mr. and Mrs. W. A. Gates, Dr. R. W. Higgin, D. W. Lothrop, Dr. and Mrs. William Milliken, Dr. and Mrs. H. B. Carey, Prof. and Mrs. Albert Schneider, Mr. and Mrs. Frank V. Cornish and Miss Josephine Cornish.

Dr. Sanford will give her closing lecture at the university tomorrow evening, speaking on "Venice and Venetian Painters." She has a national reputation as an art critic. During her stay in Berkeley she has been very busy with Mrs. Frank V. Cornish of 1627 Dwight way.

DOG OWNERS TO PROTECT PETS

LOS ANGELES, July 11.—Several hundred dog owners, banded together in a new organization, the Dog Owners' Protective association, launched a movement today to force the repeal of the muzzling ordinance, which went into effect a few weeks ago.

Among those who will circulate the petitions for the repeal of the ordinance are several society women who took part in a big mass meeting of protesting dog owners last night.

"The dog is the guest of right now," announced Norton Hazeldine, president of the new protective association, "and protection will be accorded every dog from the blindest blooded to the lowliest cur, against any tyrannical dog muzzling legislation."

WOMEN GUESTS AT SACRAMENTO

[Special Dispatch to The Call]
SACRAMENTO, July 11.—A party of clubwomen, some San Franciscans, but mostly eastern delegates to the recent convention of women's clubs in San Francisco, were guests for six hours today of the Tuesday club of this city. The women arrived from Stockton at 11 a. m., were taken about the city in automobiles, given a luncheon at 1 o'clock, taken to Sutter's fort and later were guests at a reception in the new Tuesday clubhouse. They returned to San Francisco by boat, leaving here at

GIRL SPURNS VAUDEVILLE

Juanita Miller Is Needed At Home

OAKLAND, July 11.—Juanita Miller, who, her poet father says, is "the light of The Heights," has just refused a liberal offer to enter vaudeville. Her reason for turning a deaf ear to the blandishments of the managers is that her father, Joaquin Miller, needs her at home.

The aged bard is constantly improving in health and says he feels better than at any time since his illness of a year ago. Nevertheless, Juanita, who is his constant attendant, refuses to leave the home on "The Heights" for vaudeville with all its inducements.

Miller is engaged on a poem which will commemorate the 1915 exposition. He has recently completed an ode to the musicians who played while the Titanic sank. It will be published in the near future in a Pacific coast magazine.

GIRL PLUNGER GIVES ADVICE

[Special Dispatch to The Call]
CHICAGO, July 11.—"I advise all women not to attempt to become queens of finance. There is nothing in it. I have tried it, and know what it means. Never again. I have had my lesson, and it cost me just \$1,000." This was the message sent to women today by Miss May McGowan, who yearned to make "easy money" by dabbling in the stock markets.

Miss McGowan is a stenographer, and she made her \$1,000 savings after a series of remarkable speculations in which she bought and sold nearly \$350,000 worth of stock, with only the \$1,000 to secure her margins. She has sued her brokers, Harriman & Co., 209 La Salle street, to recover the money, and Judge Rooney will give his decision in her case July 20.

Here is a list of "don'ts" she has compiled:

"Don't allow any man to introduce you to brokers.

"Don't think that because you win at first you can keep it up. Every time you win, somebody else loses.

"Don't get overconfident if you win at first. Quit on the spot.

"Don't think there's any happiness in 'easy money.' I had that \$1,000 parlayed into \$350,000 at one time, and so much wealth made me miserable.

"Don't deny yourself pleasures to save \$1,000 and eventually give it to a firm of brokers. Spend it when the spending is good.

"Don't spend it all—keep some for a rainy day."

BED TRUST GIVEN AIRING IN COURT

[Special Dispatch to The Call]
CHICAGO, July 11.—Because her husband pushed her out of the bed, demanding all the room for his own comfort, Mrs. Marie Mertlik of Chicago appeared in the court of domestic relations here today and demanded a divorce.

"My husband never gives me enough room in the bed," she explained to the judge. "He shoves me up against the wall, putting his feet against my back, and keeping me there. Meanwhile he enjoys all the covers himself, and I must sleep in the cold."

The judge had not the authority to give her a divorce, his powers being limited to separate maintenance. The husband consented to allow Mrs. Mertlik to have her full share of the covers each night and they agreed to try to harmonize in the future.

There's More Than One Way Of Stealing--By Ruth Cameron

THE nice dressmaker lady, who is usually a most cheerful person, arrived at our house yesterday looking decidedly disturbed.

"What makes me look so blue?" in answer to my query. "Oh, nothing. Yes, I will tell you, Miss Cameron. The postman gave me this letter on my way down here."

And the dressmaker lady drew a little square envelope from her handbag; pulled out a dainty correspondence card, and read:

"My Dear Miss L—: I am so sorry to tell you that I am taking a most unexpected trip with my husband and so can not have you this week, as we planned. Will you let me know if you can let me have those three days some time next month?"

"Trusting that you and your mother are well and that this will not inconvenience you too greatly, I am, Very truly yours,



RUTH CAMERON

"Those three days, Miss Cameron, are tomorrow, the next day and the day after. It is too late, of course, for me to go anywhere else and that means a dead loss of \$9.

"I wouldn't mind so much if I had only myself to support, but you know I have mother to look after, and if I work every day in the week that's only \$18, and that's none too much when you consider dull seasons and sickness to be saved up for."

The woman who wrote that letter, as I happened to know, is a very well to do woman. One would hardly expect her to give up the trip with her husband because the dressmaker was engaged, but surely she might have paid at least part of the amount she must have known the dressmaker would lose.

"Why don't you insist that she pay you some of that money?" I asked. "Oh, if I did that I'd lose her custom, and I can't afford to do that. She often takes 12 or 15 days a year," answered the dressmaker. "No, I can't do anything. I have to reckon just so much loss that way every year."

I suppose that woman would be most indignant if she heard herself called "dishonorable."

And yet, I think she comes pretty close to being that.

And not only she, but all the women who carelessly cancel engagements of this sort at the eleventh hour.

Our shampoo lady says she is actually considering giving up her telephone just to ward off the people who casually call up a day, or a few hours, before their appointment and say: "They are so sorry, but—"

Of course, there are times when it is impossible to meet such engagements, but if one had to pay when one failed to keep them I fancy such impossibilities would be very much rarer.

You would be horrified at the thought of stealing 75 cents from your shampooer, or \$2 or \$3 from your dressmaker, wouldn't you?

And yet when you cancel an engagement in this way, what else are you doing?

Stockton Street THE LACE HOUSE O'Farrell Street

Bargain Opportunity Supreme Today and Saturday

To Effect Immediate Disposal of Balance of Summer Stock

Every Wool Suit
Every Silk Suit
Every Linen Suit
Every Wool Dress
Every Silk Dress
Every Wash Dress
All Evening Gowns
Every Street Coat
Every Evening Coat

Now at **Half Price** None Reserved

The latest mid-summer styles—The D. Samuels standard of excellence

\$10 Beaded Bags \$3.95

Only 42 of these beautiful imported handbags in black and white, with flower designs and plain gilt beads—gilt, silver or oxidized frames—every one a work of art—fine for wedding gifts, whist prizes, etc. Positively worth \$7.50 and \$10 each. Friday for \$3.95.

\$1.75 Leather Hand Bags 95c

Very attractive, large size, genuine goat seal bags, with oxidized or silvered metal frames, leather lined, and a matching coin purse, Friday and Saturday, for 95c each.

\$3.25 Kid Gloves 59c

D. Samuels will sell tomorrow \$3.25 kid gloves—the 12-button length, perfect in every particular, of which the remaining colors are red, dark red, oxblood, green and navy—at the ridiculous closing price of 59c the pair.

All Summer Neckwear Values to \$5—in 3 lots

Values up to 55c	Values up to 85c	Values up to \$1.15
ea.	ea.	each.
\$1.75	\$2.50	\$4.00

Collars of Plauen, imitation Irish and Venetian Laces, in white and ecru; Long Revers in Sailor, Dutch and fancy styles; Collar and Cuff and Coat and Waist Sets; Jabots, Cascades, Stock and Jabots, side revers; Bows, Chemisettes and Fichus, made of fine lace and net and shadow laces; large linen Embroidered Collars, all shapes; Robespierre and Pierrot Collars of fine silk and shadow laces; Cluny lace Dutch Collars; Madras Ascot Ties, etc.

Parasols Half Price

Every parasol that has been selling at \$2.50 or over on sale Friday and Saturday at HALF PRICE.

All are in the newest shapes, with the long Princess handles in natural woods or imported novelties. The coverings are of taffetas, pongees, fancy striped silks and embroidered linens.

Artistic Player-Pianos at Low Cost

A truly artistic Player-Piano, one that will satisfy the most exacting musician, that is capable of the very finest pianistic effects, that is extremely simple in its mechanism and its control, and, best of all, that can be sold on easy payments at the price of the better class of upright pianos, has long been the highest desire of the manufacturer, dealer and music lover.

The Euphona Player-Piano Price \$485

A splendid combination of player and piano, each up to the minute in design, appearance and musical quality, is the most notable accomplishment yet brought out to meet this great demand.

The Euphona Player-Piano is the product of one of the most celebrated American factories, The Cable Company, an organization noted for the merit of its instruments, the thoroughness of its work and its progressiveness.

By all means examine carefully, test fully this Player-Piano before your decision is made. You will be amply repaid. It is sold on very easy payments.

The Wiley B. Allen Co.

HIGH GRADE PIANOS
VICTOR TALKING MACHINES—SHEET MUSIC
TWO ENTRANCES:
135-153 Kearny and 217-225 Sutter Street
OAKLAND—310 TWELFTH and 1108 WASHINGTON
SAN JOSE—117 SOUTH FIRST ST.