

THE CALL LEADS IN
POLITICAL
THEATRICAL
REAL ESTATE
SPORTING
COMMERCIAL
SOCIETY
FINANCIAL

NEWS

THE CALL

THE WEATHER
YESTERDAY — Highest temperature, 64;
lowest Wednesday night, 56.
FORECAST FOR TODAY — Fair, light
breeze, changing to brisk west.
Details of the Weather See Page 9

VOLUME CXII.—NO. 56.

SAN FRANCISCO, FRIDAY, JULY 26, 1912.

PRICE FIVE CENTS.

LOVE TRAGEDY BACK OF MRS. MARCUS' FLIGHT

Missing Woman Tells Reason
for Departure in Farewell
Note to Family

Never Cared for Husband; So-
cial Life Since Marriage
Palled on Her

Strange Climax to Unhappy
Romance of Yale Man and
Daughter of Californian

[Special Dispatch to The Call]

MONTECLAIR, N. J., July 25.—
Mrs. Dorothy Marcus, 25 years
old, wife of William Elder
Marcus Jr., of Montclair, it be-
came known today, disappeared from
her home Monday, and her voluntary
absence, explained in a note which she
left behind, offers a remarkable study
in psychology. Mrs. Marcus is young
and attractive, the wife of an adoring
husband and the mother of two chil-
dren, one 2 years old and the other 6
months old. Her husband is the son of
William Elder Marcus, head of the big
jewelry firm of Marcus & Co., Fifty-
eighth avenue, New York.

Their wedding was the outcome of
a romance that began when Marcus, a
Yale graduate, and his wife, who was
then Miss Dorothy Cooksey, daughter
of George B. Cooksey of Pasadena, Cal.,
met on an ocean liner returning from
Europe. The young man fell in love at
first sight, it is said, proposed and
was accepted. Their wedding at the
home of a relative in Tarrytown was
a society event.

Mrs. Marcus, in the parting word to
her husband, says now that the wed-
ding was without love on her part, and
her conduct for the last few years in-
dicates that she spoke the truth. Mrs.
Marcus from the first displayed her
lack of interest of domesticity. The
social life of Montclair, or New York,
for that matter, palled on her.

She spent her time with horse and
dogs, and the means of her devoted
young husband enabled her to indulge
to the limit in the acquisition of these
pets.

When a young daughter arrived at
the home two years ago, Mrs. Marcus,
it was expected, would have a greater
interest in home life, but this event,
usually anticipated with pleasure, de-
veloped no strong feeling of maternity
in the young woman, nor did the ar-

Continued on Page 2, Col. 3

Mrs. Casey at Bat Divorce to Be Set to Ragtime



Mrs. Reba Charles Casey, who has filed suit for divorce against her
husband, Frank J. Casey (whose photograph also appears), charging
too great a love for the night life and other misdeeds.

For He's a Jolly Good Fellow, Y'Know, but Syncopated Love Don't Go

ACCUSING her husband of almost every offense accepted in the courts
as grounds for a divorce action, Mrs. Reba R. Casey, the beautiful
19 year old wife of Frank J. Casey, well known clubman, politician
and one time confidential clerk to Thornwell Mullally of the United
Railroads, Wednesday filed a secret divorce complaint in department 12.
Mrs. Casey has caused her husband to be shadowed by detectives for more
than two years, and the evidence of
alleged misconduct on his part covers
many pages of closely typewritten copy.
Casey is pictured by his wife in her

Continued on Page 2, Column 4

GEARY ST. ROAD WILL BE LINKED TO MARKET LINE

Mayor Rolph Directs Board of
Works to Prepare Plans for
Connection

People May Expect Benefits of
Service Within Reasonable
Period

MAYOR ROLPH yesterday di-
rected the board of works to
prepare plans and specifica-
tions for extending the Geary
street railway from its present ter-
minus, at Geary and Kearny streets,
down Market street to connect with
the outer tracks on Market street be-
low Sutter.

His announced object is to have the
plans and specifications completed so
that they may be ready to present
to the board of supervisors August 12,
that bids may be invited and a con-
tract let to carry out the work with-
out loss of time.

The two blocks in Market street
which are now a matter of contention
in the courts, being claimed by the
city under the decision rendered by
Judge Seawell, the Mayor says, the
city has a right to occupy and use.

Fulfilling Election Pledge

His letter to the board of works is
as follows:
"The progress of construction of the
Geary Street Municipal railroad is such
as to enable the people to expect the
benefits of its service within a reason-
able time.

"It becomes the immediate duty of
the administration to consider by what
methods the advantages of that system
may be extended and enlarged, so that
no opportunity or time may be wasted
in improving San Francisco's street car
transportation.

"In the declaration of principles
given to the people during my candi-
dacy for mayor I said:

"Adequate street railway trans-
portation is at this time one of the
city's gravest problems.

"The greatness and success of a
city depends, in a large measure, upon
the facility with which the people are
transported between their homes and
places of work. A rapid and efficient
transportation system extending to all
parts of San Francisco is a necessity.
The street railway service must be
substantially improved, and as mayor
I shall exercise the full authority of
my office to obtain from holders of
existing franchises the best possible
service.

Aims at Modern System

"I realize that more is needed than
criticism that suggests no remedy, but
whatever the law permits us to do to
modernize street car service for San
Francisco will be done.

"I have always favored the Geary
street municipal road; I will do my
utmost to expedite its completion. As
rapidly as money can be obtained, I

Continued on Page 2, Col. 7

Banker's Wife Flees Countrywide Search by Police



Nicholas J. McNamara, wealthy banker, and his beautiful 18 year
old daughter, Gladys, deserted by Mrs. McNamara, but believing her ac-
tions due to sinister influence of her housekeeper.

Rain of Drafts Wafted Back From Trail of Fugitive, 2 Sons and 3 Servants

As a culmination to a series of amazing events in the household of
Nicholas J. McNamara, retired business man and director of the
Anglo-California Trust company, whose wife is reputed to be worth
\$600,000, a warrant was issued yesterday by Police Judge Shortall,
and sworn to by McNamara, for the arrest, wherever they may be found, of

Continued on Page 2, Column 2

BATTLESHIPS MAY SPLIT BOURBONS

Governor Wilson Likely to Be
Drawn Into Row Among
House Democrats

SPEAKER CLARK CLASHES
WITH LEADER UNDERWOOD

Missourian Opposes More Ves-
sels, While Alabamian Favors
Liberal Navy Expansion

OPEN RUPTURE SEEMS
IMPOSSIBLE TO AVERT

By GEORGE GRISWOLD HILL
[Special Dispatch to The Call]

WASHINGTON, July 25.—
Governor Woodrow Wilson,
the democratic presidential
nominee, may be drawn into
the battleship row among the house
democrats. In this event he would
have to take issue either with Speaker
Clark or with Representative Under-
wood, who voted on opposite sides of
the question.

Some democrats privately admit
that the situation is so serious that
the nominee should declare himself.

The battleships issue has revived
rumors in the house that the relations
between Clark and Underwood are
growing more strained and that there
will soon be an open fight over the
house leadership. The report is current
that the speaker has reversed himself
and that prior to the Baltimore con-
vention he had assured certain of his
supporters that he favored at least one
battleship. The speaker voted for the
Burnett motion which tabled all propo-
sitions for either one or two ships.

While petitions were being circulated
for the calling of a fourth caucus an
open break developed among the dem-
ocrats of the house today following
the action of the party caucus last
night, which again decreed that there
should be no authorization for battle-
ships at this session. There were
voiced threats that many democrats
would bolt the caucus action unless
another party council was held at
which opportunity was allowed to
rescind the action taken at three for-
mer caucuses.

Representatives Sulzer of New York
and Curley of Massachusetts are cir-
culating the call for another party con-
fession and they are assured of the re-
quisite number of signatures. Sulzer
and other democrats who favor an ade-
quate navy were critical today of the
manner in which last night's caucus by
a close vote tabled a resolution author-
izing the house to yield to the senate
on the battleships amendment to the
naval appropriation bill.

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BEVERIDGE WILL OPEN MEETING

CHICAGO, July 25.—Albert J. Bev-
eridge, former United States senator
from Indiana, has been named as tem-
porary chairman of the "bull moose"
convention scheduled for Chicago Au-
gust 5. United States Senator Dixon,
now in charge of the new party's head-
quarters here, made the announcement
today, supplementing it with a signed
letter from Beveridge, in which the
latter accepted the post and practically
read himself out of the old line of the
republican party.

Dixon's announcement was brief, and
he depended upon Beveridge to read the
third term's war cry.

Fearing that Deneen and his friends
on the regular republican state ticket
will "back" the convention and po-
litically trick the Roosevelt cohorts,
the colonel has decided to come to
Chicago and personally take charge of
the battle against Deneen.

The announcement was made today
that Colonel Roosevelt would come to
Chicago for the purpose of arousing
enthusiasm in the ranks of his follow-
ers. Sage politicians see in the pres-
ence of the head of the bull moose

The Precise Meaning of, and Cause for Cut Prices and Clearance Sales

By J. R. HAMILTON
Former Advertising Manager of Wanamaker's, Philadelphia
(Copyrighted)

WHEN you see a suit of clothes marked down say from \$30
to \$22.50, you generally assume that the merchant was
overstocked. But when you see a cut price on a diamond or a
dining chair or any other staple article less responsible for its
sale to style, you are apt to question the legitimacy of that sale.

Therefore, the following facts, which will be A B C to every buyer
and merchant, will probably be INTERESTING NEWS to you.

Aside from the store that merely LIES about its prices and the store
that cuts the figures on some trivial article as a BAIT, there are FOUR
contributing causes for a cut price.

The cause which most people already understand, of course, is TOO
MUCH STOCK. No buyer can tell just what pattern of a suit or dress
or what color in a fabric is going to be most popular. So when it is
found that any article is not EAGERLY bought, it is quickly RE-
DUCED in price. The reason for this is too evident to dwell upon.

The second cause is the FINANCIAL ONE. Every merchant
allows himself and each of his buyers just SO MUCH MONEY for
every stock of goods carried. For example, a shoe department which is
allowed \$30,000 upon which to do business, must DO business on that
much capital. The shoe buyer MUST be in the market for new goods
at certain seasons of the year. If his capital is all tied up in OLD STOCK
he will not be able to buy NEW stock. Therefore, he MUST HAVE
READY CAPITAL even at the expense of profit.

The third cause is YOUR MENTAL EFFECT on the people
who have to sell the goods. The moment YOU, the public, do not buy
a certain article, that article immediately LOSES VALUE in the eyes
of the man or woman who is selling it. Again and again the buyer is
obliged to cut the price of PERFECTLY GOOD MERCHANDISE
simply because YOU, the public, have made his sales force lose faith
in it. The moment YOU won't buy it, THEY can't sell it.

The fourth cause is the INTEREST ON THE INVESTMENT.
A store's money is made by the NUMBER OF TIMES it is able to
turn its stock in a year. The greatest dread of any store is of stock which
does not "TURN." Some merchants have figured that it pays them to
sell EVERY ARTICLE IN THEIR STORE at least ONCE A
YEAR. And such merchants do this even with such staple articles of
rising value as DIAMONDS themselves.

These are the four laws for clearance sales and cut prices, and,
knowing them, you should watch the advertising eagerly right now for the
many advantages you are sure to find.

For these are the DAYS OF RECKONING in every store.

M'QUAID PLANNED TO KILL MARTIN

Suicide's Attorney Prevented
Him From Shooting Former
Chief of Police

That Frank J. McQuaid, the bankrupt
saloon keeper who killed himself last
Saturday in the private office of his
saloon at 2003 Mission street, intended
taking former Chief of Police John E.
Martin to the grave with him was made
known yesterday in the bankruptcy
proceedings in regard to McQuaid's
estate. John T. Williams, attorney for
McQuaid, said it was only after arguing
with his client that he persuaded him
not to shoot Martin as he came from
the postoffice building last Saturday
after the close of the bankruptcy hear-
ing before Referee Armand Krefz.

It was the intention of McQuaid, who
claimed that Martin was his silent part-
ner in the saloon business, to shoot
Martin as he came out of the Stevenson
street entrance to the federal building.
Attorney Williams knew that McQuaid
and Martin had been close friends for
years and that their families were also
well acquainted. Williams told McQuaid
that it would be a lasting disgrace to
him and his family and would work a
great hardship on Mrs. Martin if he
executed his bloody plan. It was be-
cause of Mrs. Martin that McQuaid finally
said that he would abandon the idea
and they adjourned to a nearby saloon.

This happened at 12 o'clock noon,
just after court had adjourned. After
having a drink with his lawyer, they
parted and McQuaid went to his saloon
and two hours later fired a bullet
through his heart.

After the hearing, according to At-
torney Williams, McQuaid told him
that all would be clear if he could tell
everything relative to his transactions
with the former chief. He said to
have Martin deny everything and place
him in the position of a perjurer was
more than he could stand.

"It was McQuaid's regard for Mrs.
Martin," said Attorney Williams, "that
saved Martin's life. I did not know
that McQuaid contemplated suicide at
the time, but he said he had decided
to shoot Martin. Nothing would change
him until I mentioned Mrs. Martin.
After thinking for some moments he
said that for her sake he would not
kill Martin, although he thought the
treatment he had received from Martin
warranted his doing so. We parted
after having a drink and within two
hours he was dead."

Kenneth M. Green was appointed re-
ceiver of McQuaid's estate yesterday by
Judge William C. Van Fleet in the
United States District court.

DAM BLOWN UP IN WATER POWER FEUD

Great Western and Oro Com-
panies Are Rivals for
Greek's Supply

OROVILLE, July 25.—That war is on
in earnest between the Great Western
Power company and the Oro Electric
corporation became known yesterday
when reports reached this city that
officials of the Great Western Power
company had caused a dam constructed
across Yellow creek by the Oro Electric
corporation to be blown up. The
Great Western contends that the con-
struction of the dam is interfering
with water rights owned by it prior
to those owned by the Oro Electric.

It is said the power plant at Las
Plumas already is seriously menaced
by the danger of low water and that
the construction of the dam on Yel-
low creek threatened their water sup-
ply for the Las Plumas plant.

The officials of the Great Western,
it is said, make no denial that the
dam was blown up at their order to
further perfect their legal defense.
Superintendent J. A. Baumgartner has
been on the field in person with a force
of stenographers taking depositions of
residents to the effect that until the
construction of the Yellow creek dam
the water in Yellow creek had never
been interfered with.

So critical is the situation that of-
ficials of both companies are gathering
at the seat of war, General Manager
Vanderwallien of the Oro Electric, San
Francisco, already is at Humboldt, Vice
President H. H. Sinclair of the Great
Western has been summoned to Nevils,
where the Great Western is building a
mammoth dam.

It is expected that a big legal battle
will be precipitated between the two
concerns.

The Oro Water, Light and Power
company is preparing to build a \$10-
000,000 electric plant at Yellow creek
on the north fork of the Feather river.

PENNSY SAID TO BE AFTER SHIPPING

Railroad's Steamships to Ply
between Coasts Via Panama
Canal Says Report

[Special Dispatch to The Call]
NEW YORK, July 25.—A Philadelphia
special to the World says it was as-
serted today that the Pennsylvania
Railroad company is getting
options on an immense tract of land
along the Delaware river with the in-
tention of starting a line of steamships
to ply between New York and Phila-
delphia and cities along the Pacific
coast as soon as the Panama canal has
been completed.

When this report was brought to the
attention of the officers of the railroad
today it was denied, but the inde-
pendent shippers declare they have the
evidence to prove it.

The independent ship owners here are
using this alleged activity on the part
of the Pennsylvania railroad as a basis
to memorialize congress to give the in-
dependents a free passage through the
canal and to place a toll on the lines
owned or controlled by the railroads.

PALO ALTO POUND HOLDS 60 SUSPECTED CANINES

Rabies Epidemic Has Peninsula
Folk Dogged Nervous

[Special Dispatch to The Call]
PALO ALTO, July 25.—Sixty dogs
suspected of rabies languish in the
Palo Alto pound under the observation
of Health Officer Jenkins. They will
be kept there for two weeks to await
development of the disease. The dogs
are chloroformed when the disease ap-
pears, and over 50 per cent of the num-
ber are found afflicted. Among the
several children bitten by the dogs no
fatalities yet have occurred, but alarm
has created a demand for a county
quarantine ordinance, which probably
will be carried into effect.

WOMAN DROWNS AS MUSIC PLAYS

Members of Naval Reserve Suc-
ceed in Rescuing Two Mem-
bers of Boating Party

[Special Dispatch to The Call]
CHICAGO, July 25.—Struggling in
the water within 100 yards of the Co-
lumbia Yacht club's float, two women
and a man fought for their lives to-
night. The strains of music and the
laughter of the dancers caused the
cries for help to go unanswered, and
one of the women drowned in the lake
before help could reach her.

As the Illinois naval reserves were
preparing for a night drill, they heard
the cries of the three struggling in the
lake. The shrieks were barely dis-
cernable above the noise of the merry-
makers in the clubhouse. Launching
a boat, the naval men rowed out into
the darkness and finally dragged a man
and a woman into their craft.

The woman was Miss Millie Maas of
1429 South Ashland avenue. She said
her companion, who was drowned, was
Miss Louise McNavy. The man, who
was rescued, ran away as soon as the
boat reached land, and Miss Maas re-
solved to give his name.

NOTED SURGEON KILLED WHEN TRAIN HITS AUTO

Nurse and Sister of Seattle Doc-
tor Are Also Injured

SEATTLE, July 25.—Dr. Edmund M.
Rininger, one of the most widely
known surgeons in the northwest, was
killed and Miss Luella Davis, a trained
nurse, whose parents live in St. Paul,
was injured probably fatally late to-
day when Doctor Rininger's automo-
bile was struck by a Tacoma bound
limited train on the Puget Sound Elec-
tric railway at Riverton, seven miles
south of Seattle. Miss Davis sus-
tained a broken leg and was hurt in-
ternally. Doctor Rininger's sister,
Miss Olive M. Rininger, was also
severely hurt but will recover. K.
Brodnix, the chauffeur, escaped injury.

SIGNIFICANT EVIDENCE OF HAT SUCCESS



79 cases of Carroll Hats for Fall, 1912
PAUL T. CARROLL
708 Market St., Opp. Srd. 25 Geary
Furnishing Goods for Men
724 Market St.