

PHI SIGMA KAPPA PLANS NATIONAL SESSION AT FAIR

Fraternity at Baltimore Biennial Votes Extra Convention During the Exposition

ARCHITECTS' BODY TO MEET TOMORROW

New York Commissioners to Depart Today for City of the Angels

The architectural commission of the Panama-Pacific exposition will hold its third meeting tomorrow morning at 10 o'clock in the exposition building.

The West Virginia delegation, which dedicated the site for their state building Friday, left Los Angeles yesterday on their way home, while the New York commissioners, who held a joint ceremony with the West Virginians, will leave San Francisco this morning for Los Angeles.

The Phi Sigma Kappa fraternity voted unanimously at its convention in Baltimore November 14 to 18 to hold a special convention of the society in San Francisco during the 1915 exposition. The regular meetings are biennial, coming on the even years.

The University of California chapter will have charge of the arrangements and hopes to assemble between 1,000 and 2,000 Phi Sigma Kappa men. Among its prominent members are George B. Cortelyou, Melville Davidson Post (the author) and President Fall of St. John's college. It has chapters in the most representative of the eastern colleges, but California has the only chapter west of Minnesota. The Chicago club of the fraternity will arrange a banquet in that city just prior to the San Francisco convention. Earle Snell of the University of California was the coast representative at the Baltimore convention.

The Pennsylvania society will hold its regular monthly meeting tomorrow evening at Sequoia Club hall, 1725 Washington street. A program which includes dancing has been provided and an attendance of all Pennsylvanians around the bay is expected.

HOO-HOOS TO HAVE QUARTERS AT FAIR

Plans for timber and lumber exhibits and for the erection of a Hoo-Hoo house as a general headquarters for timbermen at the Panama-Pacific international exposition are discussed at length in the current issue of The Timberman, a Portland magazine devoted to timber and lumber interests.

The article includes a letter from Captain A. C. Baker, director of exhibits of the exposition, concerning the arrangements for lumber exhibits and suggesting the erection of a Hoo-Hoo house similar to those built by the lumbermen's organizations at the St. Louis and Seattle expositions. Letters favoring this project are reprinted. They include hearty endorsements of the plan by some of the most prominent officers of the Hoo-Hoo in all parts of the country.

The Timberman urges initiative action by the lumber and timber interests toward participation, with the object in view of making the lumber and timber displays the greatest that have ever been made at any exposition.

There is to be no forestry building at the Panama-Pacific international exposition, as forestry is to be treated as a product of the division of forestry exhibit installed under the division of agriculture. The National Lumbermen's association will make its exhibit in the division of manufactures and varied industries.

Frank W. Trower of San Francisco is Snark of the Universe, the chief executive officer of the order of Hoo-Hoo, and is one of the enthusiastic boosters for a Hoo-Hoo house at the 1915 exposition.

FAIR CHIEFS GET NO PAY FOR THEIR WORK

Facts, figures and progress of the Panama-Pacific exposition were shown to members of the Commonwealth club yesterday at the weekly luncheon at the Palace hotel by A. W. Scott Jr., an exposition director.

At those people who repeat the oft heard remark that they would like to see some "dirt fly" at the exposition grounds were directed most of the speaker's remarks. The actual building and installation of exhibits requires only seven months, he told them, and then outlined some difficulties now confronting the directors.

"The great trouble," he said, "has been that, while the directors have advanced, as is natural when devoting nearly every waking moment to the interests of the exposition, the general public has stood still. It has been necessary to sacrifice ideals which were found impracticable. The public appears not to have interested itself sufficiently to discover this, and frequently the directors are questioned about things which were thrown into the discard long ago."

"The directors know every move in

"77" FOR GRIP & COLDS

It is known to every user of Dr. Humphreys' "Seventy-seven," that if taken at the first feelings of a cold, lassitude, weakness, chill or shiver, it will break up a cold. Ask your neighbor.

If you wait until you begin to cough and sneeze it may take longer.

"Seventy-seven" breaks up colds that hang on.

It pays to keep "Seventy-seven" handy.

A small vial of pleasant pellets, fits the vest pocket. At your Druggist 25c, or mailed.

Humphreys' Homeo. Medicine Co., 155 William Street, New York.—Advertisement.

PROGRESS IN ADVERTISING

There is a dividing line so marked between advertising ten years ago and advertising today, that a merchant would be considered decadent or a fool were he to attempt the old methods.

The "war cry" is gone—"Wild Cat" perished with the two price store—"Fake" is so shortlived as to be scarcely considered—as it should be.

What then would you mark as the last pitfall to be abolished?

Hundreds of thinkers would cry "The comparative price."

Yes, the comparative price—it has had its day, and, like other things, it has gone—as it should be.

The instance is so rare where the comparative price should be used—the temptation is so strong to use them (for they are the lazy man's easiest argument) that abolishment, complete abolishment, of their use is the safest and truest means.

It was the honest merchant who first put the taboo on comparative prices. He found he couldn't quote them and compete with his unscrupulous competitor—for his twenty-five dollar suit special at \$19.75 stood no show with his neighbor's fifty, sixty or seventy-five dollar value at the same price.

With exaggeration gone, Dignity stepped in—Dignity befitting the establishment.

"Show me your ads and I'll tell you who you are" might be supplemented with a slight change and effect another truism: "Show me your ads and I'll tell you where you are"—where in the progress march toward betterment in advertising.

Attention is one thing—

Confidence is another—

To couple these means success to the advertiser and "answers" to his ads.

There's a reason why you should read ads in this day of progression:—

The ring of the opening sentence sets its standard, and you can judge—

The cost is so great that no one will invest in advertising unless he has confidence in the goods—

The fact that a merchant singles out an article on which to spend money, also on which to stack his reputation, should command your attention.

If it's worth advertising, it's worth buying, and the quicker you are to take advantage of the advertised article the more money in your pocket.

Three things—one, sometimes all, determine an article's advertising value:—

—New,

—Above the average in quality,

—Below the average in price.

You, prudent housewives!

You, economists of this day and age!

—Stop figuring how to reduce the cost of living.

—Start reading the ads—they're your answer.

MARY B. ENNIS,

Advertising Manager, The Emporium.

the game like a chess player, and all the ramifications of exposition building have been gone over time and again.

"The general ignorance has pained me many times. People have asked, 'How much is President Moore getting as salary?' I wonder how many people here know that not one of the directors, from the president down, will receive a cent of money, either for expenses or salary. On the contrary, they have spent thousands of their own money trying to hold up their end entertaining."

"We have collected within 1 1/2 per cent of the money we asked for, and this is a record in exposition building. We are more than a year ahead in construction. In a few weeks there will be

2,000 men at work on the grounds, as well as 400 or 500 head of horses.

"Thousands of concessions are on the books already, and there are as many more trying to secure interviews with the board. This is all in advance of the other expositions. Now the directors are doing their part, but the responsibility for the success of the exposition will rest on the citizens of San Francisco, and it is up to them to awake to this responsibility."

WEALTHY MAN IS MISSING

Special Dispatch to The Call
MARTINEZ, Nov. 30.—Word has been received here of the disappearance from his home in Viking, in the province of

Alberta, Can., of Charles E. Mowdy, former master mechanic at the Mountain Copper works here and a prominent local citizen. Mowdy drove to town in his automobile, which he left at a street corner, and dropped from sight. No word has come from him to his family in the meantime. Foul play is feared, for Mowdy had prospered in his farming venture in Alberta and had become a wealthy man.

APPOINTMENTS TO BE MADE

Superintendent Thomas A. Cashin of the municipal railway informed the board of works yesterday that in December he will appoint an assistant at \$175 a month, an auditor and a master mechanic at \$175 each, two car dis-

patchers and two car barn foremen at \$100 each, four inspectors of car repairs at \$4 a day, four car repairers at \$3.50 a day and a blacksmith at \$5 a day.

NOTED ARCHAEOLOGIST TO LECTURE ON MAYAS

Dr. E. L. Hewett Will Describe Wonderful Civilization of Guatemala Tribe

In two lectures which he will give tomorrow Dr. Edgar L. Hewett, the archaeologist who has just arrived in California as visiting lecturer of the Archaeological Institute of America, will describe the wonderful civilization of the Mayas of Guatemala, which reached its height 1,000 years ago and was not overthrown until the advent of the Spaniards in the sixteenth century, when Alvarado, one of Cortez' lieutenants, devastated the land, then the home of the most progressive and enlightened people in America, the Aztecs and Incas not excepted.

Both lectures will be illustrated by stereopticon. The first will be delivered Monday, December 2, at 4 p. m., in room 104, California hall, University of California; the second at 8:15 p. m., the same day, at the San Francisco Institute of Art, California and Mason streets, San Francisco. Both will have the same subject, "American Excavations at Quirigua in 1912."

Dr. Hewett has been engaged in these excavations for the past three years, and has made his remarkable discoveries of a long buried civilization only by dint of arduous labor, for the most disheartening obstacles had to be overcome to reach the treasures of archaeology that lay beneath the heavy tropical vegetation and the debris of ages.

The excavations showed that the ancient Mayas lived in bamboo houses thatched with palm, but erected massive stone structures for their religious ceremonies. Their fireplaces, cooking and household utensils were much the same as those used by native Central Americans today.

Dr. Hewett for several years has been director of the work in American archaeology of the Archaeological Institute of America. He is a director of the School of American Archaeology of Santa Fe and director of the Museum of New Mexico.

CONSPIRACY CHARGED AGAINST FREE BOOKS

Printer Richardson Accuses State Dealers of Creating Prejudice Among Parents of Pupils

SACRAMENTO, Nov. 30.—That the book dealers in the state are endeavoring to create the impression that they can not purchase California textbooks for distribution to the pupils of the elementary schools for the purpose of "knocking" the free textbook plan was the declaration made today by State Printer Richardson. Richardson says that this is a subterfuge; that the state has books for sale and any dealer can get them.

J. B. Weed, principal of the Dinuba grammar school, wrote Richardson announcing that the pupils in the school were unable to purchase books from the Dinuba dealers, the dealers saying there is a shortage of books.

"This is not the first instance that I have run across," said Richardson, "where the book dealers have made the statement that they were unable to buy books. In the bay district some are giving out this report. This action is taken for the reason that the dealers are afraid the free textbook amendment will cause them some loss."

"There is not the slightest chance for a loss in my judgment. The legislature will provide for taking over all the books held by the dealers." Records in the office of the state

superintendent of public instruction show that there are now 500,000 books on hand in the state warehouses.

Trial Set for "Human Bomb"
LOS ANGELES, Nov. 30.—The trial of Carl Riedelbach, the "human bomb" who threatened to dynamite the police station and its occupants, was set today for December 4 by Judge Willis of the criminal department of the superior court.

Get Your Stomach Under Perfect Control

Instant Relief for Indigestion and Stomach Troubles May be Relieved Upon by Stuart's Dyspepsia Tablets.

There is no occasion to suffer from indigestion or any similar stomach trouble when you can so easily get Stuart's Dyspepsia Tablets. There is scarcely a well stocked drug or general store in the United States but what considers these tablets part of their staple stock.



You Can Travel Anywhere and Eat Anything They Serve if You Have Stuart's Dyspepsia Tablets With You.

Millions are used every year—and when every other man or woman you meet recommends them to you if you will but inquire—why do you continue to suffer from stomach trouble?

The reasons why Stuart's Dyspepsia Tablets are such a widely used remedy are very easy to understand. These tablets contain almost the same elements as the gastric juices of the stomach. And when your stomach is sick and not working just right it does not give out enough of the natural digestive juices to properly take care of the food you eat. So if you will only give the stomach a little help by taking a Stuart's Dyspepsia Tablet after meals you will relieve the stomach of its chief duty and allow it the rest it needs to recuperate. One grain of the active principle in a Stuart's Dyspepsia Tablet digests 3,000 grains of food, whether you place it in a glass jar with cooked food or in your stomach after you have eaten the food.

All druggists sell Stuart's Dyspepsia Tablets, and once you try them you will never again wonder what to do for a disordered, weak, sour and gassy stomach. 50 cents a box.

When You Can Not Locate Your Doctor—in office or home, ring up Physicians and Surgeons' Telephone Exchange SUTTER 1424.

RADKE & CO., 219-221-223 POST ST.
3 Doors Above Grant Ave.

The HOLIDAY SHOP

We are selecting and engraving Christmas Gifts for our Patrons earlier this season than ever before. It means two things:

First—That the Public have learned that we have the latest articles in every line; that our prices are as low as is commensurate with the best quality, and that our name stands for the Best.

Second—That we extend every courtesy to visitors, whether looking or buying, and that all orders are executed with

Taste, Promptness and Precision

We have kept to the legitimate lines of the jeweler, and on those we specialize.

This Is a Day of Specialists

Diamonds Set in the Latest Mode
Novelties in Jewelry of Taste
Watches That Keep Time
Acceptable Gifts for Ladies
Useful Articles for Children

There are only a few things that man wants and we keep those few

RADKE & CO., 219-221-223 POST ST.
3 Doors Above Grant Ave.

Everything for making Xmas Gifts. Art Needlework Dept.

Sale of Sterling Silver Gift Pieces begins Monday.

354 Exceptionally Beautiful Dresses In a Stirring Half-Price Sale

Street and Evening Costumes in a Matchless Variety of Styles

\$14.95

AN EVENT that will set the town astir—the most notable of all sales of women's dresses begins at Newman & Levinson's tomorrow. 354 Women's and Misses' captivating Street and Evening Costumes of rich brocades, crepe meteor, charmeuse, chiffon, lace, net and satin, as well as fashionable velvets and corduroys, in the most pleasing colors and combinations, ready for you NOW. They are ideally suited for Xmas Gifts. See Windows.

Hand-Crochet Capes
Less Than Cost of Material
\$1.50 to \$2.00 Values \$2.25 to \$3.50 Values
95c \$1.45
We place on sale tomorrow upward of 650 hand-crochet circular capes, of the best grade of Columbia Shetland Fibres, in plain white, white and pink, white and blue, blue and white, pink and white, and black and red.

