



A WOMAN TO A WOMAN. PRICE and value are not the same thing. No doubt that is entirely obvious to you, Reader Friend, but there are a great many people to whom it is not clear...

STREAM OF GOLD FLOODS CHARITY. Eloquence of Commander Eva Booth Wins Big Sum From Society Women

Under the influence of Commander Eva Booth, chief of the Salvation Army forces in America, the generosity of several hundred San Francisco society women turned to a stream of gold yesterday afternoon. A few minutes after Miss Booth had made a plea for funds with which to maintain the Boys and Girls' Industrial Home and Farm at Lytton Springs, more than \$15,000 was subscribed.

HELGJA JENSEN TO RAISE FLAG OF DENMARK. Daughter of Pastor Chosen for Honor—Fair Directors to Entertain Wickersham

Former United States Attorney General George M. Wickersham is expected to arrive in San Francisco en route to the orient either tomorrow afternoon or early Thursday morning. The Panama-Pacific exposition will give him a luncheon at the Fairmont Thursday at 12:30 o'clock. Many prominent business men of the city will be in the receiving line following the luncheon.

ARTILLERY GUNS START TO BE PRACTICE. Subcaliber Work Begun Preliminary to Next Month's Shooting

Preparations for the annual target practice of the coast artillery, which will commence about the middle of April, are going on busily at the Presidio. Subcaliber practice was held yesterday at Fort M. S. Smith, by the Sixty-seventh company, commanded by Captain Platt, with the twelve inch guns of Battery Saffold.

NAVY NEWS. WASHINGTON, March 10.—Rear Admiral W. B. Caperton, Captain W. H. C. Bullard, and J. W. O'Connell, Commander J. F. Chaffin, J. S. Doolittle, J. B. Brady and P. M. Olinde...

SOCIAL NEWS

Mrs. Charles Hickox who is at present visiting in San Francisco from Cleveland, O., will leave about April 1 for home. At present she is the guest of her mother and sister, Mrs. Peter Chrystal and Mrs. Emilia Chrystal Harrison in their home in this city.

MRS. WILSON GIVES HER FIRST WHITE HOUSE TEA

WASHINGTON, March 10.—Mrs. Wilson gave her first tea in the White House today. With Mrs. Marshall, the wife of the vice president, and the wives of the cabinet members as her guests, the first lady in the land herself presided at the tea table and practically every woman of the cabinet circle dropped in during the afternoon.

SALUTE OF TWENTY-ONE GUNS

The raising of the Danish flag will be the signal for a salute of 21 guns fired by the coast artillery and a similar salute fired by the United States cruiser Marblehead, which will be anchored off the exposition site at Harbor View. The Danish singing societies of this city and Oakland will render special melodies on this occasion.

ARMY ORDERS

WASHINGTON, March 10.—The following named officers are being promoted to the national and international matches for 1913: Lieutenant Colonel Thomas W. Griffin, infantry; Major William M. Ely, ordnance; Captain S. J. Bayard Schindler, general staff; as financial officer.

MUSIC FESTIVALS PLANNED

Music of the loftiest and most refined character will form an especially brilliant feature of the Panama-Pacific exposition. Famous artists will take part in the inspiring musical festivals held, chief among whom will be the most prominent organists from every quarter of the globe.

WOMEN'S ACTIVITIES

The Pacific Coast Women's Press association had a most entertaining program given under the direction of Mrs. Eugene H. Folsom, chairman of the day, yesterday.

WOMEN'S CLUB WORK

Calendar for Today. California club, 1750 Clay street, 2:30 p. m. Oakland club, 220 Post street, 2:30 p. m. South Park Settlement Mothers' club, 2520 Folsom street, 2:30 p. m.

THE SECRET OF LONG LIFE

Do not sap the springs of life by neglect of the human mechanism, by allowing the accumulation of poisons in the system. An imitation of Nature's method of restoring waste of tissue and impoverishment of the blood and nervous strength is to take an alternative glyceric extract (without alcohol) of Golden Seal and Oregon grape root, Bloodroot, Stone and Mandrake root with Cherybark.

HEALTH AND BEAUTY AIDS

A. J. B. You can have beautiful, long, glossy and fluffy hair of rich, even color if you shampoo carefully at least once every month with any wash that does not contain "free" alkali. Do not use soap. The best, most dependable and really delightful mixture is made by dissolving a teaspoonful of cantharid in a cup of hot water.

ALCAZAR

WITH UNDIMISHED CHARM! "A PLAY FOR JEW AND GENTLE" (Revised in Response to Popular Request.) THE HOUSE NEXT DOOR WITH A PERFECT CAST PRICES—Night, 25c to \$1; Mat., 25c to 50c. SAT. EVENING SUNDAY.

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LIVE IN FOREST HILLS

The Most Talked of Residence Park in California. NEWELL-MURDOCH COMPANY, 30 Montgomery Street.

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RECI-TAL

The American Violinist, PERSINGER Concert Direction: M. H. HANSON. KNIGHTS OF COLUMBUS HALL GOLDEN GATE AV. NEAR JONES ST. Tonight, March 11th, 1913

HALL CLOCKS. A TALL, handsome clock adds dignity to a hall and is eminently qualified to be handed down as an heirloom. Our present display is extremely interesting in its completeness and high character.

L. Kreiss & Sons. FURNITURE, DRAPERY and UPHOLSTERY MATERIALS FIVE FLOORS. Sutter and Stockton Streets. AMUSEMENTS. Caphium. THOMAS A. EDISON TALKING MOVING PICTURES. Chicago Grand Opera Co. EMPRESS. JACK ARK & CO. BILLY REEVES. "GOODY TO BOHEMIA". LAWRENCE CRANE & CO. COLUMBIA. THE COCCERT. ALCAZAR. THE HOUSE NEXT DOOR. RECITAL. PERSINGER. KNIGHTS OF COLUMBUS HALL. THE PRINCE OF PISEN. LITTLE MISS BROWN. LURLINE. OCEAN WATER BATHS.