

SUMMER RESORTS

Santa Cruz

HOTEL ROWARDENNAN
In Santa Cruz Mts., 9 miles from the Beach. Fine fishing, boating, swimming, tennis, golf, motor, etc. Rates \$12.50 up; special rates to families by the month. No staging, trains met by auto. Make reservations in advance. For booklet, further information, address J. M. BIOLLETS, box C, Ben Lomond, Cal.

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

HOTEL BEN LOMOND and HEALTH RESORT, Inc.
DR. M. J. GATES, PRES.
Permanent and first class management. Renovated and fully equipped. The ideal place for pleasure, rest and health. FISHING SEASON OPEN. Send for booklet or further information.

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

WILLOW RANCH and REDWOOD HEIGHTS
Grandest views of the Santa Cruz mountains, overlooking Branciforte drive and the ocean. Delightfully located in the redwoods, 8 miles from S. C. Spring water, fruit, milk, excellent table. Bathhouses, swimming pool, tennis court, fishing and hunting. Daily mail. Phone Santa Cruz 18 J. 4. Free conveyance, \$5 per week. Special rates to families.

MRS. M. J. CRANDELL, Santa Cruz, Cal.

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

FORDE'S REST
Heart of Santa Cruz Mts., surrounded by two beautiful front streams. Bathing, woods, very picturesque. Good home cooking, \$8 week, 2 1/2 hours from S. F. Round trip tickets \$3.50.

W. G. FORDE, Bozies, Cal.

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

HAPPY VALLEY RANCH
IN BLACKBURN GULCH, 3 miles from Santa Cruz. Fishing, boating, swimming, dancing, tennis and croquet; fruit, berries, vegetables; \$10 and up.

Information PECK JUDAH, 687 Market st., or write J. B. MATHEWS, proprietor, R. 1, box 6, Santa Cruz.

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

STAFFORDS
The Resort of the Santa Cruz Mountains. Address W. E. STAFFORD, Sonoma, Santa Cruz county, Cal. Information, Peck-Judah Co., 687 Market st., San Francisco.

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

Gilroy Hot Springs
SANTA CLARA COUNTY
Always open. New cottages. Many other improvements. W. J. McDONALD, Proprietor.

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

FASHION STABLES
GILROY, CAL.—Direct line to Gilroy Hot Springs. Round trip \$3; new easy-riding carriages; special rates for liveries. First-class turn-outs; telegraph and phone orders promptly attended to.

SERPA & PIMENTEL, Prop.

HOTEL LYON
LOS GATOS
Entirely remodeled and refurbished. Hot and cold water. Private baths. Telephone in every room. Fruit cottages.

HERBERT L. KENT, Prop. and Mgr.

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

North Shore
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.

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

Pastor's
Special rates to families. Make reservations now. Cottages, Bath, Tennis, Swimming. Outside Sleeping Porches. Trains service every half hour. Open all the year. PASTOR'S, FAIRFAX P. O., Pastori Station. Phone San Rafael 8321.

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

LAGUNITAS
Casa Madrona now open for season. Finest board and accommodations, beautiful surroundings, tonic climate, magnificent scenery. No tuberculosis. Address MISS S. GREFF, Lagunitas, Marin Co., Cal.; box 1.

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

LARKSPUR VILLA HOTEL
New management. Thoroughly renovated and refurbished. Strictly modern. Hot and cold water. Excellent table. Two blocks from station. Boating, fishing, salt water bathing. Furnished cottages, with or without board. Take Sausalito ferry. Address O. PICHETTE, Larkspur; ph. 611.

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

HOLLY OAKS
A STRICTLY FIRST CLASS FAMILY HOTEL. SAUSALITO, CAL.
Mrs. M. J. de Mesa, Prop. Phone Sausalito 8

FRENCH RESTAURANT
Fine French cuisine. Address P. PERODEAU, Prop. Inverness, Cal.

Eilers Music House
this week is making an enormous sale of new and used player pianos at prices never before made so low to piano buyers.

If you want a player piano or an electric piano particularly adapted for your summer resort, you will be sure to get just what you want at the big piano store at 975 Market Street. Write for photographs and prices. Monthly payments if desired.

Eilers Music House
HOME OF THE CHICKERING PIANO
975 MARKET STREET

Lake County

HIGHLAND SPRINGS
Lake County, Cal.
The Queen of all American watering places. Thirty-two natural mineral warm and cold springs; elegantly appointed hotel and cottages; all kinds of amusements; one of the finest swimming tanks in Lake County, supplied with natural warm mineral water; the Cuisine Department is directly under the management of that famous French chef, GILBERTS, especially recommended by Edward Marchand as one of the best known caterers on the Coast. All will be well pleased who give us a trial. Meals will be served both on the American and European plan, at city prices; special rates to weekly and monthly guests. Extra special rates to families. Finest of hunting, fishing and bathing; beautiful drives, also weekly excursion on Great Clear Lake in the Resort's own launch; every attention will be given by the management to insure you all a pleasant and social vacation.

Respectfully,
OLUF NELSON, Prop.
THOR F. CHATFIELD, Business Manager.
Further information PECK JUDAH CO., or direct to Highland Springs, P. O., Lake Co., California.

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

WITTER SPRINGS HOTEL
LAKE COUNTY'S FINEST HOTEL
OPENS MAY 1st
Will be open all year round. High class in every detail. A place for perfect rest and health. For information and reservations address MRS. W. F. MORRIS, Hotel Victoria, Bush and Stockton Sts., San Francisco.

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

ADAMS
The Springs That Made Lake County Famous.
DR. W. R. PRATHER, Prop.
When communicating with this resort, please mention The San Francisco Call.

LAKE COUNTY Automobile Transportation Company
Passengers carried by automobile and stages from Placita to Highland Springs, Lakeport, Keseyville and Upper Lake. Fine mountain scenery. Special all-day and round-trip tickets San Francisco to Berkeley Springs and return, only \$17, including trip across beautiful Clear Lake. Auto stage in addition to stage from Placita to Highland Springs. \$1.50 to Lakeport. \$1.50 tickets on sale at Northwestern Pacific Railroad Company, Ferry Building, San Francisco.

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

Sierra Mountains
AMONG THE PINES SIERRA'S BEST RESORT
No Consumptives THE OAKS Elevation 2024
During our fourth season we are prepared in every way to give the best satisfaction to our patrons. Our large vegetable garden, dairy, poultry yard, berries and fresh fruit from the fields and trees. Everything sanitary and modern. Tennis, bowling, shuffleboard, pool and billiards, croquet, livery. Two running water swimming pools. Large pavilion. One mile from station. Round trip from S. F. \$5.25. Rates \$10 to \$14 per week. Booklets on request. Write or phone Al Kuhn, Angleton, Cal.

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

Monterey Co.
PARAISO HOT SPRINGS
Only real winter resort adjacent to San Francisco. Natural hot baths for rheumatism and skinach. Round trip \$2.50, including auto.
E. H. MCGOWAN, Paraiso, Monterey Co.

Readers when communicating with this resort will please mention The San Francisco Call.

CARMEL-BY-THE-SEA, MONTEREY COUNTY.
PINE INN
Open all year. Steam heat, excellent table, golf and tennis. Rates, \$12.50 to \$17.50 week. Special rates by month. Hotel auto meets all trains. Address manager.

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

Shasta
The Pacific Improvement Company hereby announces that

Castle Crags
219 miles north of San Francisco, on Shasta Route of the Southern Pacific Company, will be operated this season in connection with the

HOTEL DEL MONTE
PACIFIC GROVE HOTEL
AND
PEBBLE BEACH LODGE
and by the same management.
The resort will receive guests from June 1st to August 31st, 1913.
This season's rate, address correspondence to H. B. WARNER, Manager, Del Monte, Cal.

Shasta
The Pacific Improvement Company hereby announces that

HOLLY OAKS
A STRICTLY FIRST CLASS FAMILY HOTEL. SAUSALITO, CAL.
Mrs. M. J. de Mesa, Prop. Phone Sausalito 8

FRENCH RESTAURANT
Fine French cuisine. Address P. PERODEAU, Prop. Inverness, Cal.

Eilers Music House
this week is making an enormous sale of new and used player pianos at prices never before made so low to piano buyers.

If you want a player piano or an electric piano particularly adapted for your summer resort, you will be sure to get just what you want at the big piano store at 975 Market Street. Write for photographs and prices. Monthly payments if desired.

Eilers Music House
HOME OF THE CHICKERING PIANO
975 MARKET STREET

OUT-OF-DOOR LIFE IN CALIFORNIA



Napa Valley

NAPA SODA SPRINGS
SAME MANAGEMENT
No better time than right now for health, rest and a good time. A. The beautiful resort, highly recommended by leading doctors for stomach, liver and kidney troubles. Amusement for everybody. Special round-trip tickets by Monticello Road, foot of Clay st., including auto to and from the Springs, \$5.00; by S. F. R. R. Co., \$3.50. For particulars see Peck-Judah or write to PIERCE & HENNING, Napa Soda Springs, Cal. Open all the year around. The roads from Napa are in fine condition for autos.

Readers when communicating with this resort will please mention The San Francisco Call.

Howell Mountain--Woodworth's
On east side near the summit, fine climate, orchards, etc.; swimming tank 32x71 feet; residence 38 years; applications for accommodation solicited for now, three or four days for answer by mail. Woodworth & Miller, St. Helena, Cal.

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

SEQUOIA Summer Resort
Under new management, 8 miles from Napa. Daily mail, spring water, fresh dairy products, fine lakes, splendid table, new dancing pavilion, auto service. Rates \$10 per week. Management Dr. Troppmann, Frank J. Gordon, Carl Troppmann. P. O. box 120, phone 14-F-11, Napa, Cal.

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

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

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

WEEKLY CALL, \$1 PER YEAR

Northern Cal.

KLAMATH HOT SPRINGS
EDSON BROS., Prop.
A resort for pleasure and health, also ideal for hunting and fishing, is situated in Shasta Co., Cal., on highway to Klamath Falls and Crater Lake. Good roads, garage, gasolene. Particulars write W. C. BROWN, Manager, Beavick, 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 COATS, BLANKETS, ETC.
AWNINGS AND DROP CURTAINS
For Sleeping Porches, Verandas, etc.
FLAGS, PENNANTS

W. A. PLUMMER MFG. CO.
Pine and Front Streets, San Francisco

Sonoma Co.

AGUA CALIENTE SPRINGS
HEALTH AND PLEASURE RESORT
NATURAL HOT SULPHUR WATER
Swimming tank, 50 bath tubs. Hotel strictly modern; excellent service; rates reasonable; no staging. Send for information and booklet to THEODORE RICHARDS, proprietor, Agua Caliente, Sonoma county, Cal., or Peck-Judah, 687 Market st., San Francisco.

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

FETTERS' HOT SPRINGS
Wonderful medicinal natural hot sulphur and soda water, guaranteed for rheumatism, liver, kidney and stomach troubles; swimming tank, tub, plunge and electric light bath; export massage; bathroom 40 feet from hotel and cottages. Electric lights, carpets, hot and cold mineral water in every room; amusements; fine table from our own dairy and farm. Buy ticket to Agua Caliente station via S. F. until May 1, after that direct to Fetters' Springs station. For booklet and rates address or phone Fetters' Hot Springs, Agua Caliente, Sonoma county, Cal.

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

DESIRABLE COTTAGES AND BUNGALOWS
SUMMER OR WINTER
Modern furnished housekeeping, 2, 3 or 4 room cottages, for rent or sale. Apply J. W. MINGES, Pump house, Boyes Hot Springs.

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

MARK WEST SPRINGS
Hot mineral baths. Excellent table. Amusements, bar. Two trains daily from S. F., met by auto at Santa Rosa. Round trip, \$5.75. Address MRS. M. MULGREW, Santa Rosa, or Peck-Judah, 687 Market st., S. F.

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., 788 Market st., S. F.

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

BOYES HOT SPRINGS
Round trip fare, \$1.65. Swimming tank 150 by 75 feet. Send for booklet. BOYES HOT SPRINGS, Cal.

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

FITCH MOUNTAIN TAVERN
On Russian river, 1 1/2 miles from Healdsburg. The only hotel and summer resort in California raising its own brook trout for guests. \$2.50 per day; \$12 per week up. Phone Sub. 50.
A. M. EWING, Healdsburg.

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

BELLEVUE HOTEL
Family summer resort. Bus to Boyes Springs daily. Rates \$8 and \$9 per week, children 50c. For particulars write to EL VERANO VILLA, EL JAMIN, El Verano, Sonoma county, Cal.

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

WOODLEAF PARK
Strictly modern furnished housekeeping cottages, winter lounges. Lots for sale. Livery stable, fine outfit, saddle horses and ponies.
S. E. BUTTON, Boyes, Cal.

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

DESIRABLE COTTAGES AND BUNGALOWS
SUMMER OR WINTER
Modern, furnished, housekeeping, 2, 3 and 4 room cottages, for rent or sale. Apply J. W. MINGES, Pump house, Boyes Hot Springs.

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

SWEETWATER SPRINGS
Sonoma county. Round trip, \$2.50. Hunting, fishing, boating, swimming. Home grown fruits, berries, vegetables, melons. \$8 and \$10 week. Write for pamphlet.
E. L. WALKER, Healdsburg, Cal.

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

Russian River

RUSSIAN RIVER TAVERN
IN THE BEAUTIFUL MONTE RIO.
Now open. Situated on the picturesque Russian river. Running water in rooms. All meats, vegetables, etc., supplied from our own ranch. For rates and further information address R. LA FRANCHI, Proprietor, Monte Rio, Cal.

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

Moscow Hotel
ON BEAUTIFUL RUSSIAN RIVER
With its luxurious grounds and comfortable accommodations; also fine dance pavilion. Opens May 17. Rates \$15 week up. Children half rate. For information see Peck-Judah, 687 Market st., or write P. S. NEWTON, Mgr., Duncan Mills P. O., Sonoma county, Cal.

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

FITCH MOUNTAIN TAVERN
On Russian river, 1 1/2 miles from Healdsburg. The only hotel and summer resort in California raising its own brook trout for guests. \$2.50 day, \$12 week up.
A. M. EWING, Healdsburg.

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

MARK WEST SPRINGS
Hot mineral baths. Excellent table. Amusements, bar. Two trains daily from S. F., met by auto at Santa Rosa. Round trip, \$5.75. Address MRS. M. MULGREW, Santa Rosa, or Peck-Judah, 687 Market st., S. F.

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

RIVERSIDE RESORT
Under new management; 1 1/2 miles from Guerneville on Russian river. Rates \$9 to \$12 per week. For particulars address EDNA E. DEXTER, Guerneville, Sonoma county, Cal.

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

VISTA MADRONA FARM
OPEN MAY 15
NUFF SAID
P. V. OVERMORSE, Healdsburg, Cal.

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

Southern Cal.
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 cleaned 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 at Pacific Coast S. S. Company's steamers and bring them direct to hotel.

JOHN J. HERNAN, MGR., CORONADO, CAL.

H. H. NORCROSS, General Agent
834 SOUTH SPRING STREET
LOS ANGELES, CALIFORNIA

Yosemite
YOSEMITE EXCURSIONS
TO CAMP CURRY
Room 272, Monadnock bldg.; phone Douglas 3822, after 6 p. m. Franklin 137. Get circulars at all railroad offices and Peck-Judah cabinets, or write DANIEL A. CURRY, CAMP CURRY, Calif. No help wanted.

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

In the Mountains and at the Shore

THE BELL sign means that you are in touch with home and business. It adds to the comfort and benefits of vacation days in that it removes the anxieties of distance and separation. Look for the Bell sign. You can reach over a half-million Bell Telephone stations on the Pacific Coast through the local and long distance lines of

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY
Every Bell Telephone Is a Long-Distance Station



FULL INFORMATION AND FOLDERS OF ABOVE RESORTS AT THE CALL INFORMATION BUREAU, MAIN OFFICE, CALL BLDG.