

Choose Your Holiday Gifts

—AT—

J. Magnin & Co.

Established 1877
JOHN E. MAGNIN, President
Grant Avenue at Geary St., San Francisco. Phone Sutter 3600.

MISSES' and JUNIORS' Headquarters
(Second Floor, Magnin Annex)

HAVE TWO HOLIDAY SPECIALS

Little Dresses (8 to 14 years) \$10.95 Up	Little Coats (8 to 14 years) \$25.00 \$35.00 \$45.00 \$14.95 \$24.95 \$27.50
LITTLE SILK DRESSES \$12.50 Up	These little coats are in gay broad-cloths. Some have fur garniture.

JEWELRY SECTION SPECIALS
VANITIES AND MESH BAGS

VANITIES STERLING Gold Plated \$5.00 to \$25.00 1/4 OFF	MESH BAGS GOLD FILLED \$5.00—\$12.50 Small Size \$25.00 to \$45.00 Large Size 1/4 OFF
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We Are the Manufacturers



The only Player Piano that is worthy a place in your home.

When you have seen and heard all the others, you will appreciate the more those exclusive features of the Apollo.

- The Touch Down—execution on the keys like the human hand.
- The Melody Accent—enabling you to correctly interpret the music as the author would play it.
- The Metronome Motor—re-winding the roll automatically.
- The Transposer—that instantly changes at will the key of any composition.

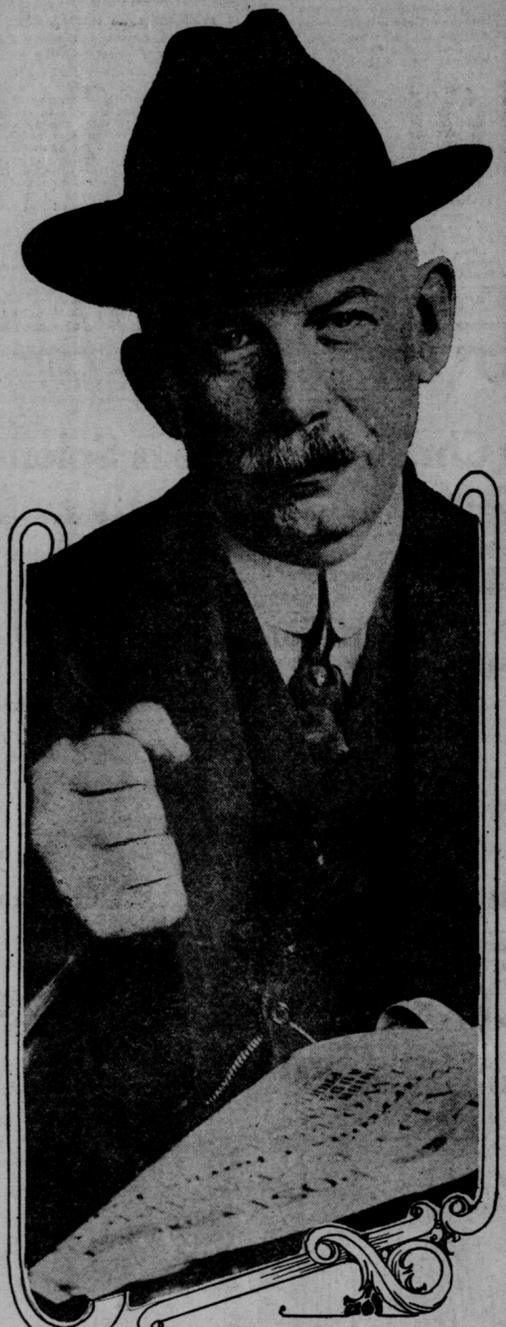
Autograph Music—Hand Played.
A few of these selection will make an admirable holiday gift.

Melville Clark Piano Co.
233 Post Street, Above Grant Avenue.
H. J. CURTAZ, Manager.

\$700 to \$2,400.

CALL-POST MERGER MARKS ADVANCE IN JOURNALISTIC FIELD

R. Miller of the Owl Drug company, who lauds merger of The Call and Post.



Business and Professional Men of City Unite in Praising Management of Consolidated Papers

San Francisco's business and professional men are enthusiastic over the merger of The Call and the Evening Post. Some of the most prominent today warmly congratulated the new consolidated paper, declaring that it had already placed San Francisco on a new journalistic level.

One of the most enthusiastic is R. Miller, president of the Owl Drug company. "It is a bully paper," he said, summing up the general opinion. Here are the statements in full:

R. E. Miller, Owl Drug company—The advertising situation in San Francisco has long been a perplexing problem. The merging of The Call and Post has simplified matters greatly, and I congratulate The Call for making the move.

Mr. Kellogg did a big thing for the advertisers when he took The Call out of the morning field, and his last achievement is even more beneficial to the buyer of advertising space in the daily papers.

San Francisco had too many newspapers. It was impossible to use them all. Better one great, big, constructive paper that stands for the upbuilding of this community than several weak ones. The Call and Post will be a success.

The Owl Drug company is using space in The Call now, and will continue to do so.

J. C. Zellerbach of the Zellerbach Paper Company: The consolidation of The Call and The Post was one of the greatest things I ever heard of. It will mean much to San Francisco. It will mean that The Call and Post will be a great newspaper, greater than it has been in the past. Mr. Kellogg has introduced several new things into the journalism of San Francisco, among which the purchasing of his competitors is a prominent one. My best wishes for The Call and Post. I wish it a merry Christmas and a happy New Year.

A. Katschinski of the Philadelphia Shoe Company: This will undoubtedly be beneficial to the city. As for ourselves, we regard it as do all large advertisers: it is a good thing, enabling us to reach a larger number of persons through the combined circulation.

G. A. Lenor of Bare Brothers: Consolidation is always good. It results in improved service, and this particular consolidation will have a marked effect. I am glad to see any move in San Francisco which tends toward harmony. Giving greater opportunity to concentrate advertising, the merging of the papers will be especially beneficial to the business men.

S. N. Rucker, president Rucker-Fuller Desk Company: I believe the amalgamation of the two papers a good thing, from the advertisers' standpoint. The advertisers seem to ap-

prelate that. The feeling of satisfaction at this development is general. It shows enterprise on the part of The Call.

W. S. Rheem, vice president of the Standard Oil company of California: There was not room enough in San Francisco for the two papers running separately. The Call was undoubtedly the better paper of the two. I regard the consolidation as a good thing.

B. F. Thomas, of W. & J. Sloane: This is a decided improvement. It is better to see one big paper pre-eminent in the afternoon field than to see more struggling against one another.

R. Munro, manager of the Frank H. Walker gas stove store: The general impression, which I share, is that this is a good development in San Francisco's journalistic field. It will react to the benefit of the reading and advertising public as well. The Call is to be congratulated.

Barney Frankel, Men's Furnishings—Accept my congratulations. By combining The Call with the Evening Post you have given the advertisers of San Francisco a far superior advertising medium, for in concentration lies strength, and by cutting out unnecessary duplication a great saving for the advertiser is effected.

Max Sommer of Sommer & Kaufmann: San Francisco merchants welcome the new combined paper. It simplifies advertising, and it means also that The Call, which has been an excellent paper from its first issue in the afternoon field, will be even better.

C. P. Hoag, Real Estate—The increased circulation demonstrated already by the merging of The Call and Post is noticeable. I have been a reader of both papers, and they have each had forces that, when brought together, cannot help but contribute to the upbuilding of the city.

Frank Werner, Walkover Shoe Stores—The first issue of The Call as an afternoon paper was a success. I have been a constant reader of it ever since. Its absorption of one of its competitors is a great stroke of business enterprise, which will be beneficial to itself and to advertisers. With the added facilities in the news line The Call and Post will, if it maintains its policy of the last few months, get the support of all San Franciscans.

A. L. Peyser of S. N. Wood & Co.—I think the advertisers will be benefited more than any one else by the consolidation of The Call and The Post. It means more subscribers and affords simpler methods for the advertising merchant. The Call and Post already has made an impression with the people of San Francisco.

HEADQUARTERS FOR
HART SCHAFFNER & MARX
GOOD CLOTHES

Roos Bros

HOME OF
"L SYSTEM" CLOTHES
FOR YOUNG MEN

"The House of Courtesy"

SKETCHY bit of goods, that---one of those long, lean, wiry young fellows, difficult to fit. An "LL. D.," he called himself---we wouldn't have dared to. The details follow:

HIS SUIT

A TWO-TONED Oxford gray, the stripe subtly defined; pointed lapels, the waist slightly incurved; vest cut high and sitting snug to the shoulder; trousers tightish, but gripping nowhere---an Anglo-American creation, and it fit him like a glove.

TO-DAY, Saturday and Monday will see about 200 of these ultra-smart Young Men's Suits on our selling list. Among them you'll find two tones in blues and browns, as well as gray, and any amount of those new, soft shades of solid gray and blue, with a good sprinkling of neat racy mixtures.

We don't expect there'll be many left after Monday, for we've pared the price down to... **\$25**

FOR THE MAN with Twenty Dollars suit money in his jeans we've got a treat---new arrivals---stripes, blue serges and fancy mixed suitings; tailored to the pitch of perfection---lounge, sac and box coat models, any amount of them, all sizes... **\$20**

We fit the "extra stout" and the "slim" with equal ease.

RAINCOATS

RAINCOATS YOU'LL sure be wanting---the Seer of Santa Clara says so. Directly we glimpsed his dates we wired for an extra shipment (we'd had a big run on raincoats---"Roos Bros. for Raincoats," you know)---they came to hand yesterday. Read about them!

IN Good Gabardine, deftly tailored, extra value **\$15**

IN Fine Gabardine, silk lined sleeves and yoke, at... **\$20**

IN English Gabardine, absolutely the best in the world, for... **\$25**

PRIESTLEY'S Cravenettes---you know what that means... **\$30**

We're Selling
**ACCORDION
KNIT SILK
NECKWEAR**
The \$2.50 Value,
for \$1.15

Roos Bros

THE GIFT CENTER
Clothing to Men, Women and Children

OPEN SATURDAY EVENING TILL TEN

Market at Stockton

SAN FRANCISCO

OPEN SATURDAY TILL TEN P. M.

PROSTRATED BY HER SON'S DEATH

Mrs. Helen McEwen, 80, is ill today at her home, 738 Clayton street, as the result of the tragic death of her son, Frank W. McEwen, real estate dealer. He disappeared December 1, his body being found, after an eleven day search, in the Richmond mudflats. McEwen lived at 740 Clayton street. He leaves a widow and three daughters, Helen, 14; Eva, 8, and Frances, 2. Coroner Abbott of Richmond today prepared for the inquest. Neither he nor J. J. McEwen, brother and partner of the victim, suspects foul play, the victim's watch and money being found on the body.

Look Here Every Day!



You must see the collection of Toy Automobiles we have---from a baby one to a grown-up one---from a 50 cent one to a 50 dollar one. And the nine-pin piggy banks are lots of fun.

City of Paris
UNION SQUARE

CLUB IN FIGHT FOR MEMBERS

Reinforcements were received in the Oakland Commercial club membership campaign yesterday when the Oakland Rotary club entertained the red and the blue forces at a luncheon given at the Hotel Oakland and pledged one week of hard work. Today the Rotary club started its work and it is believed will prove a big factor in the effort to add 400 new members to the commercial organization.

That an insurgent force, composed of deserters from the ranks of the blues and the reds exists is believed. According to what can be learned, they are led by Charles J. Heeseman, an Oakland capitalist and clubman, and hold daily secret meetings in a building in Thirteenth street near Broadway.

A huge black flag, bearing a white question mark, has been flying from this building for the last two days, and it is stated that the insurgents wear black satin badges with the same device under their coats.

Demands Jury Trial On Disturbance Charge

Accused of disturbing the peace, E. Carlson, a pressman employed by the Franklin Printing company, today demanded a jury trial before Judge Shortall. His attorney, Joseph Taaffe, will ask for dismissal on the ground that Carlson has been once in jeopardy. The accusation was made by a union picket who had Carlson arrested last week for displaying a deadly weapon. Carlson pleaded that he was about to be attacked by union men and Judge Shortall dismissed the charge yesterday when it was shown that the revolver was not loaded. As Carlson left the courtroom he was rearrested and the charge changed to disturbance of the peace. The case is set for Tuesday afternoon.

Chinese 5 Days Out of Prison Caught Looting

Jim Lim, the original Lakeside burglar, who terrorized the fashionable Oakland district four years ago, was captured last night, five days after his release from Folsom prison, while he was attempting to enter a house at 1602 Jackson street. Curtis and Roy Martin, brothers, who occupy a bungalow at the rear of the house, caught the Chinese carrying away a bundle of clothing from the Martin home. He admitted his crime and said he hoped he would be sent to San Quentin this time instead of Folsom.

FEATURES AT BAZAAR
Parliament of Servants will be given tonight by the Em Anon club at the San Francisco Settlement bazaar, 2320 Folsom street. Tomorrow night 7. M. P. A. boys will give a gymnastic exhibition.

BENEFIT FOR CARMAN

A benefit dance for M. J. Hipsley, injured several months ago, will be given tonight in Central hall, Oakland, by the Oakland Carman's Social and Benevolent society.

The White House

Boys' and Young Men's CLOTHING

(Second Floor)
Advantages of The White House Clothing
LARGE ASSORTMENT of styles and materials.
INDIVIDUAL EFFECTS for boys of all ages.
MODERATE PRICES for clothing of exceptional merit.

On the Second Floor
CONTINUATION OF
Annual Sale of
Women's Wearing Apparel
Furs 1/4 Off

This Saturday and Monday Only
Special in Men's Shoes
(Post Street Annex)

This season's newest lasts in all leathers and styles, every size represented; regular \$4 value... SPECIAL \$3.35 pair

Regular \$4.50, \$5 and \$5.50 values in all styles and weights... SPECIAL \$3.85 pair

Nine complete lines of black and tan calf, vici kid and patent leather shoes, regular \$5.50, \$6, \$6.50 and \$7 values... SPECIAL \$4.85 pair

Six specially selected models of The Boyden hand sewed shoes, regular \$7.50 and \$8 values... SPECIAL \$5.85 pair

SOLE AGENTS FOR
THOMAS CORT'S HAND SEWED SHOES

Raphael Weill & Co. Inc.

The Average City Man's Money

- Mr. Average City Man follows one vocation all his life---gets into a deep rut and stays.
- His expenses grow with his family and he accumulates little or nothing.
- His children go to work and drift into the same kind of a rut and stay.
- The farmer at Valley Oaks finds his property gradually but surely increasing in value.
- His crops bring higher prices than ever before.
- His livestock increases---the improvements he makes add to his wealth.
- He has something to show for his work---something accumulated to support him and his when old age arrives.
- It's worth thinking about---worth talking about.
- Call to see us---send for the story of Valley Oaks.
- Let us tell you of the remarkable water situation at Valley Oaks, of the Free Pumps we are installing.

Stine & Kendrick
23 Montgomery St.
San Francisco

Stine & Kendrick,
23 Montgomery Street,
San Francisco.
Please send me the story of
Valley Oaks.
C-15-12-13

EVENING CALL WANT "ADS" ARE ESSENTIAL IF
YOU WANT TO GET RESULTS IN A HURRY!